Another Lemon Issue Of

No. 279 June 1988

MAD IND

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IN THIS ISSUE WE STINK UP

FATAL ATTRACTION & DESIGNING WOMEN

IT'S BACK! THE BOARD GAME THAT TURNS YOU, YOUR FAMILY AND FRIENDS INTO RAVING LOONIES!

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NUMBER 279 JUNE 1988

MAD

"When most people put in their two cents worth, they aren't overcharging!"
—Alfred E. Neuman

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FRONT COVER ARTIST: JAMES WARHOLA
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THE MAD FAT BOYS:
AL GOLDSTEIN, Newspaper Publisher and Renaissance Man
LYLE STUART, Book Publisher, who has More Money than Goldstein
BILL GAINES, Magazine Publisher, who Eats Better than Both of the Above

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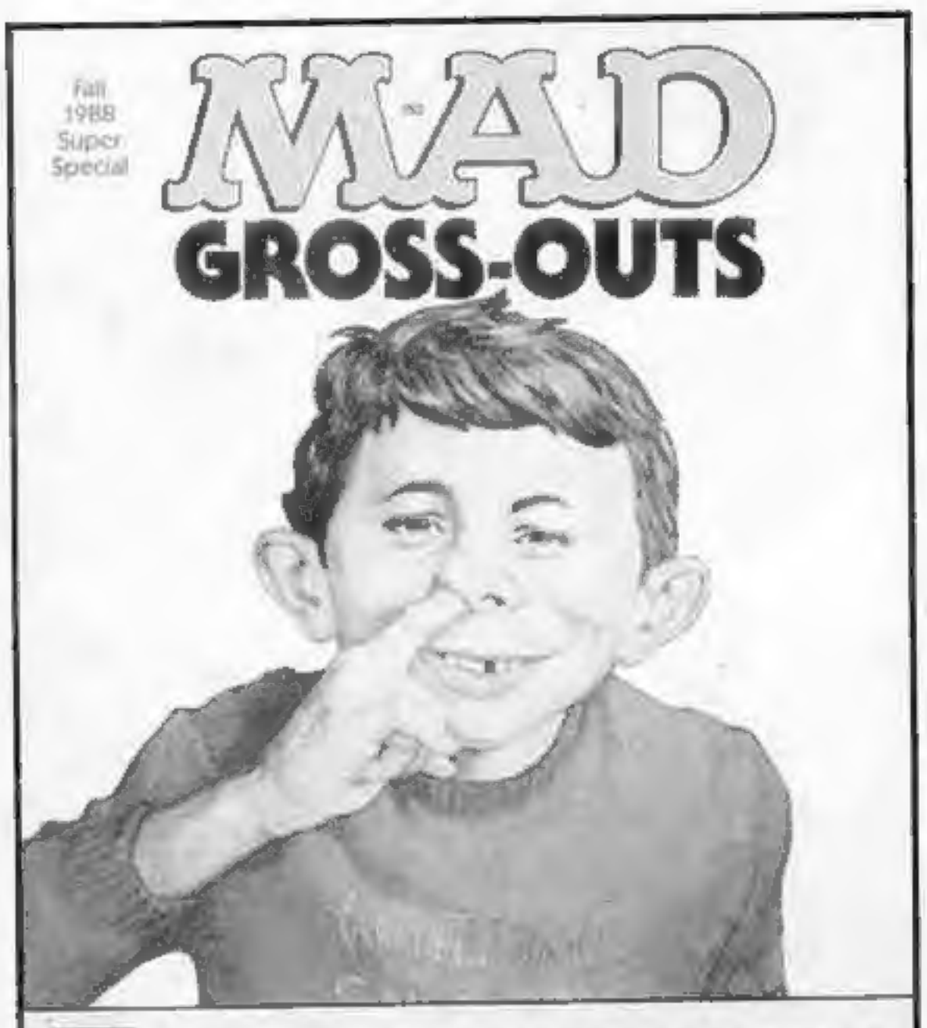
Did we

PICK

our revolting best? Who

NOSE???



Hankering for some

JUICY TIDBITS?

Boogie down to your newsstand and pick yourself a winner!

MAD GROSS-OUTS

On Sale Now!

LETTERS AND TOMATOES DEPT.

"ROBOSLOP"

I have a question. In your satire "Roboslop" (MAD #277), what's the droid's name? On page five he's Rubbishcop, on page six he's Hobocop, on page seven he's Rotocop, Robocrock, Rubecop and Roboflop and on page eight he's Roboschlock and Rubbishclop. So what's up?

Todd Scott
Hanover, PA

What's up? Obviously not your I.Q.! – Ed.

CRITIC'S ACCLAIM

MAD's brilliant Jack Davis showed his acumen (has he no shame?) by putting me in front of those movie review clods (oops—I almost said "those *other* clods"!). A couple of those guys have no vocabulary—cut off their thumbs and they can't express an opinion! OK, I'll take the oath and pledge!

Gene Shalit
The Today Show
New York, NY

"Today Show" film reviewer Gene Shalit takes "The MAD Movie Critic's Pledge" from issue #275.

MORON MAIL

While listening to the radio the other day I heard the Beatles song, "I Wanna Hold Your Hand." I was thinking, if they were cannibals, the song would probably sound like "I Wanna *Eat* Your Hand!"

Mike Bilsky
Closter, NJ

Phew! It's a good thing you weren't listening to "God Bless America" or "Like a Virgin"! – Ed.

THE $80,000 CAPTION

While reading your "Letters and Tomatoes" Dept. in Mad #277, I saw something about the missing caption from "Your Pet Knows" in MAD #275. Is it true it is worth $80,000? And if it is, would you like to buy one?

Amanda Gilbreath
Double Springs, AL

I sold my copy of MAD #275 with the missing caption to a local collector and I only got $1.00 for it because it was used. Where's my other $79,999?

Paul Bartell
Lindenhurst, NY

In issue #277 you said that some issues of #275 are worth $80,000. Is this true or are you pulling my leg? I have an issue like the one stated. Even if it's only worth a lousy $1.50, it'll be worth selling!

Nicole Gray
Lorain, OH

We are sorry to inform everyone that the issue in question is no longer worth $80,000. In fact, we've heard a rumor that popular demand has pushed the price of this rare collector's item to $125,000 (Cheap!). Check with your local comics dealer, as prices fluctuate greatly! – Ed.

"HOT AIR" MAIL

Your timely, biting satire on the "Moral Majority" in the Hot Air MAD Super Special #63 had me chuckling. I'm just glad someone has finally had the guts to take on these narrow-minded bozos. If only you had thought to do a satire on Jerry Falwell and the rest of that gang 10 years ago, maybe they wouldn't have gotton so far with their dastardly schemes. Oh well, better late than never!

David Nethery
Glendale, CA

You're right, David. It would have been much more timely if we had run "The Model Majority Manual" in oh, say, MAD #230 (April '82)! Guess we just missed the boat. – Ed

SATURDAY NIGHT JIVE

I thought MAD only published satire, not the cheap potshots usually found in gossip tabloids. You owe Garrett Morris and Laraine Newman—two wonderfully talented if underrated performers—an apology after what you wrote about them in "Junky Video Collections We're Sure to See" in MAD #277. What makes me doubly angry is the fact that you probably don't care about the insulting comments you made. To you, it was just one more lame joke in a second-rate article no one will look at twice.

Will Day
Bangor, ME

No one *would* have looked at the article twice, Will, but now everyone who sees your letter will go back and enjoy our cheap shots once again. Thanks for writing! – Ed.

GILBERT FINDS HIMSELF

After playing the lawyer in "Beverly Hills Cop II" it was with great joy and even greater shame that I found my picture in MAD #275! Thanks!

Gilbert Gottfried
New York, NY

Comedian Gilbert Gottfried, from "Beverly Hills Cop II" finds his picture in MAD #275.

MORE MORON MAIL

If MAD isn't the best magazine around, my name ain't Jack Tremp!

Tim Hammack
Collinsville, IL

And if yours isn't the most asinine, trivial and boorish letter we've ever printed, our name ain't Ed.!—Ed.

THE ENVELOPE, PLEASE

And now, my personal "Best of the Year Awards" for 1987:

Best Movie Satire: Star Blecch IV (#271)
Best TV Satire: Amends (#273)
Best Article: In the Beginning... (#274)
Best Satire of a Movie that Deserved It: Crock O' Dull Dummee (#273)
Best Satire of a TV Show that Deserved It: Perfectly Strange (#270)
Best Lighter Side Of...: (#273)
Best Spy Vs. Spy: (#275)
Best Cover: Alfred E. Headroom (#269)
Best Marginal: Page 31 of issue #268
Best Poem: Dr. Ruth (#275)
Best Fold-In: Dial-A-Porn (#270)
Best Super Special: MAD Mania
Best Paperback: Wet and Wisdom of MAD
Best Overall Issue: #275

There you have it. Thanks and goodnight.

Justin Meadows
Arvin, CA

Best Letter of the Letters Page: not yours!—Ed.

Please Address All Correspondence To:
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USE COUPON OR DUPLICATE

AND THEY CALL IT YUPPIE LOVE DEPT.

Why did this very ordinary movie draw such a big audience? Is it a modern morality tale illustrating the evil that can befall one who transgresses his marriage vows? *Nah!* Is it a cautionary tale about fooling around with a modern woman? *Nah!* Is it a warning to Yuppies about the perils of being upwardly mobile? *Nah!* So what is it? Who knows! But one thing is certain—for millions of people this film was a

Feeble ATTRACTION

ARTIST: MORT DRUCKER WRITER: STAN HART

Hi, I'm **Alox** and I have a **terrific** job! I'm a **book editor** in a **big publishing house** and I'm **right under** the **president!**

How'd you get **that** great job?

I just told you! Now listen, let's not **rush this relationship!** But at the outset, there's something I **have** to **know! What's your name?**

Duncey! And even though we're **rather intimate** for people who've only known each other **seven minutes**, there's something **I have** to **ask**, too...

The answer is, **"No, I don't have any communicable diseases!"** I'm in a **very low risk group!**

Oh? Which **group** is **that?**

Homicidal maniacs!

I hate watching my master **cheat** on his beautiful, trusting wife without feeling any pangs of conscience! He's acting like an **animal!** Not **this** animal, mind you—**me** he **had fixed!** Had **he been fixed**, it would've saved us **all** a lot of **trouble!**

DOG

MORT DRUCKER

Sweetheart...

Not **tonight**, darling!

Don't tell me you have a **headache!**

No...

...**she does!** Your **daughter** begged me to let her sleep **here** tonight!

You just can't say, "**No**," can you?

To her, **difficult!** To you, **easy!**

ROMANCING THE DRONE

Sorry I can't go with you to the **country** this weekend, but I have to **stay behind** to deliver a **legal opinion** at a **meeting!**

Why don't you **phone** it in?

Listen, we've got **enough** problems with this **plot!** Don't make matters even **worse** by introducing **logic!**

Besides, when you consider the **legal opinions this joker** has to offer, he'd be doing his clients a **favor** by letting **them** make their **own decisions!**

THE RITZ

MAD

I don't think we should be **doing** what we're **doing right now!**

We're not **doing anything** right now!

That's **exactly** what I **mean!**

CLOSE!

THE BIG CHILL

Did you and your **wife** ever make out like this in an **elevator?**

Yes, **once!**

Did **you enjoy it?**

We didn't! But the **other passengers** found it **fascinating!**

CLOSER!

LIP LIFTING EXPERIENCE

CHINA

SIN DOME

Wow! You certainly are a **fast worker!**

Right! I can **make out** and get the **dishes** done at the **same time!**

CLOSEST!

Don't go! Don't go! Don't go!

Oh, my God! You **slashed** your **wrists!** What are you, **some kind of nut?**

That didn't seem to bother you in the **sink** or on the **elevator!**

SON OF THE CHAMPION

You must **promise** me that you'll **never slash** your **wrists again!**

I promise!

Of course, that leaves the **throat!**

Good!

Hoo-boy!

VIRGIN CLUB MEMBER

SON OF SPARTICUS

Poor dear! You must have had a very **rough weekend!**

You'll **never know...** please God!

Is there **anything** I can do for you?

Yeah— have a **headache tonight! Please!**

SON OF DOC HOLIDAY

Hi! How about **getting together** tonight?

I can't! And please **stop calling** me **here!** I think people in the office are starting to **suspect something...**

...but I can't be **sure!**

IN OUT

I gotta get away from those damn **office phones** so that **nut** can't **reach me!**

Hey, Mac, it's for **you!**

I want to be the first to **congratulate** you on becoming a **father!**

How do you know **that?**

Because **I'm** going to be the **mother!**

Maybe **somebody else** is the **father!**

Impossible! I don't **sleep around!** Surely you **believe that!**

Of course I do! Why would I **question** the **morals** of a **fine woman** like **you?**

LET'S THROW MOMMA FROM THE TRAIN!

WALL ST

Jeez! And they call **us dumb animals!**

Someone **killed** our daughter's **pet rabbit!**

What does that **crazy broad** have against **rabbits?** That's the **second one** she's **killed!** The **first** was in her **pregnancy test!**

I know who's terrorizing us! It's a **woman** I've had an **affair with!** She's **pregnant** with **my child!**

Your child?

Don't get angry! Look at it **this** way— we now have **one** kid while the average American family has **1.5 children!** Her child would be **half ours** and that would give us the **other .5 we need.** We wouldn't be **statistical misfits** any longer!

SON OF A TOUGH GUY

What do you mean my daughter **isn't here? Who picked her up?**

Beats me!

You mean you allowed some **stranger** to take her?

Listen lady, with these **spoiled suburban brats,** we're **lucky** that **anybody** wants to **take them!**

KATIE

WE WANT JOE CLARK

Have you seen my six-year-old daughter? I've **lost her!**

I should be so lucky! Have you tried the **amusement park** that conveniently stays open **off-season** and while **school** is in **full session?**

CR STOWN

And what would you like to do after **this ride,** angel?

Throw up!

CRASH!

It's amazing how other humans know that you're going to have an **accident** if they **upset you,** isn't it? And if Mom thinks she's been through hell up to **now,** just **wait** until she starts dealing with **insurance adjusters, claims officers** and **body repair shops!**

How's our daughter?

She's **safe** at home! Darling, I want you to know that I'm **terribly sorry.**

That you had an **affair?**

No, that you **crashed** our **BMW** instead of our **old second car!**

DARLING WIFE

Will you leave my family alone? Will you?

I'll answer your question if you'll answer mine!

Alright, what is it?

Would you like to make out in an ambulance?

CLOSE ENCOUNTERS OF THE WORST KIND!

Notice how this kinky melodrama is slowly turning into a typical gory horror flick? I'm hanging around until the end to see if Jason or Freddy Krueger show up!

I'm leaving! I never want to see or hear from you as long as either of us are alive!

With that nutty babe, we could be talking minutes! By the way, did you notice that his fingerprints are all over that kitchen knife? Just file that bit of info in the back of your minds for now!

I can't believe you got in here! My husband locked all the doors!

Getting in was the easy part! Roaming around in a strange house without being noticed and conveniently finding you alone and defenseless in the bathroom—and too stupid to scream for your husband—this even I can't believe!

Why didn't I bark when she entered the house? Gimme a break! With such an obvious set-up for a bathroom blood bath scene, I was only watching out for Norman Bates!

Are you alright, my darling?

I'm just fine, my love!

Knock it off, loonie tunes! He meant me, his wife! His affair with you is over!

We'll see about that!

Damn, all that blood is going to leave some ring around the bathtub!

I thought she was drowned! How can anyone hold their breath for five minutes?

It's a helluva lot easier than holding your disbelief for an hour and a half!

Sweetheart...

No time for that, honey! You're a suburbanite now and you have to save your strength so you can do all your chores! First, you have to rake the leaves, then fix the driveway, then insulate the attic, then put up the storm windows...

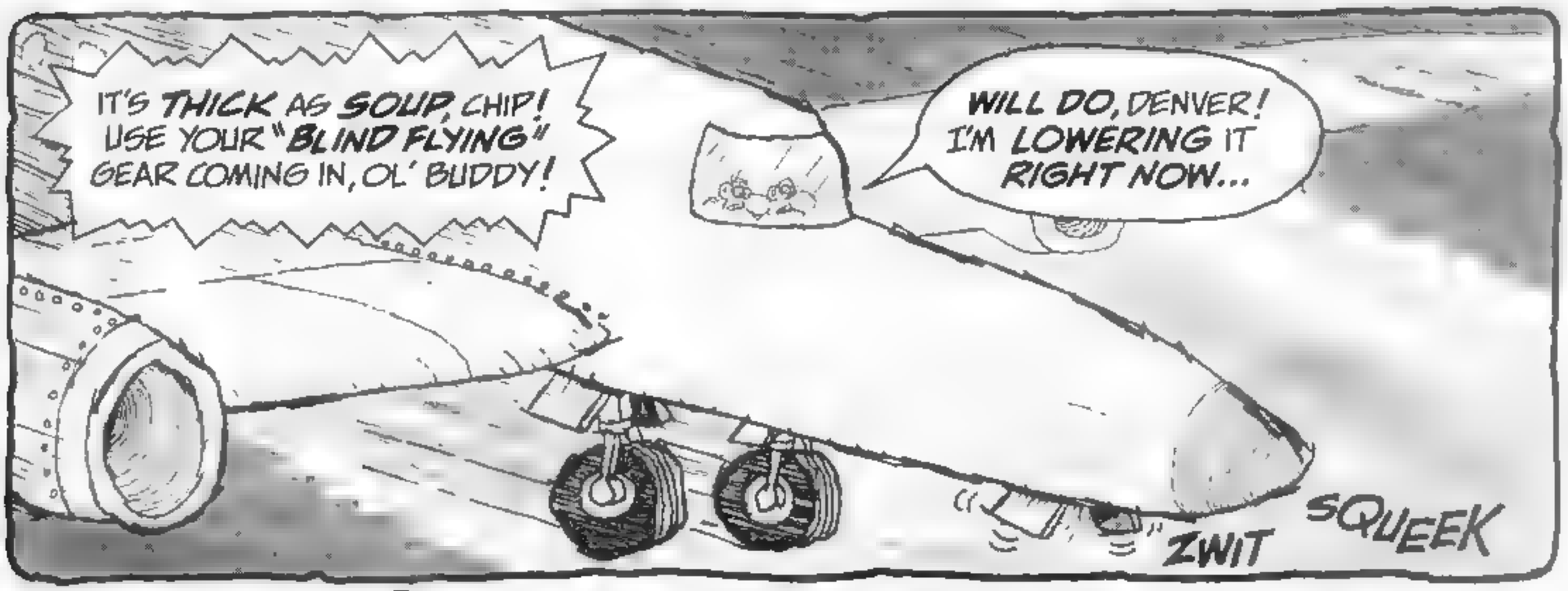
Hoo boy! I think I killed the wrong woman!

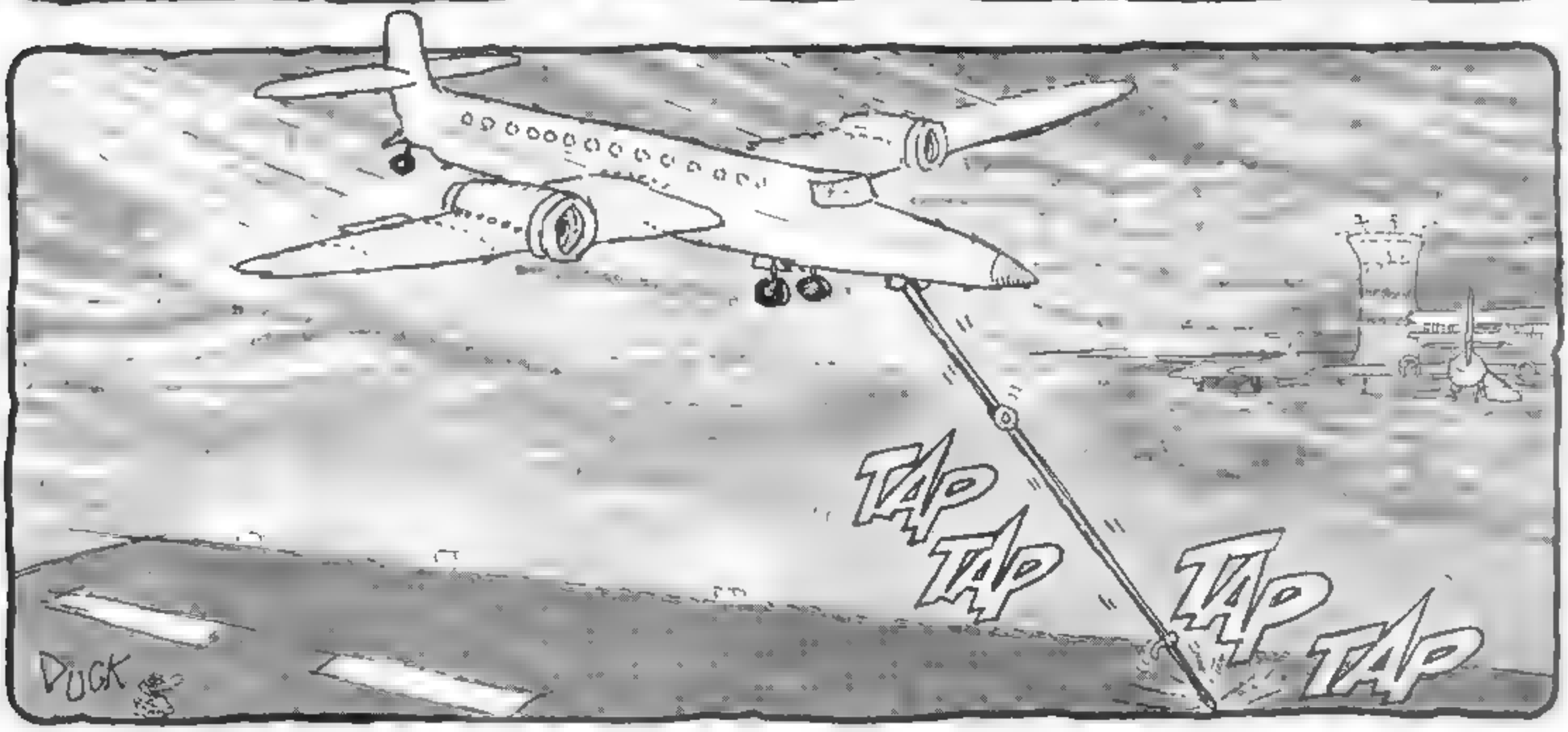
Remember the kitchen knife and his fingerprints? Well, forget it! It was just one of the many clues that doesn't mean anything! The biggest surprise in this movie is that there isn't any!

TALES FROM THE DUCK SIDE DEPT.

THE FRANTIC FOG-FILLED FOLLY

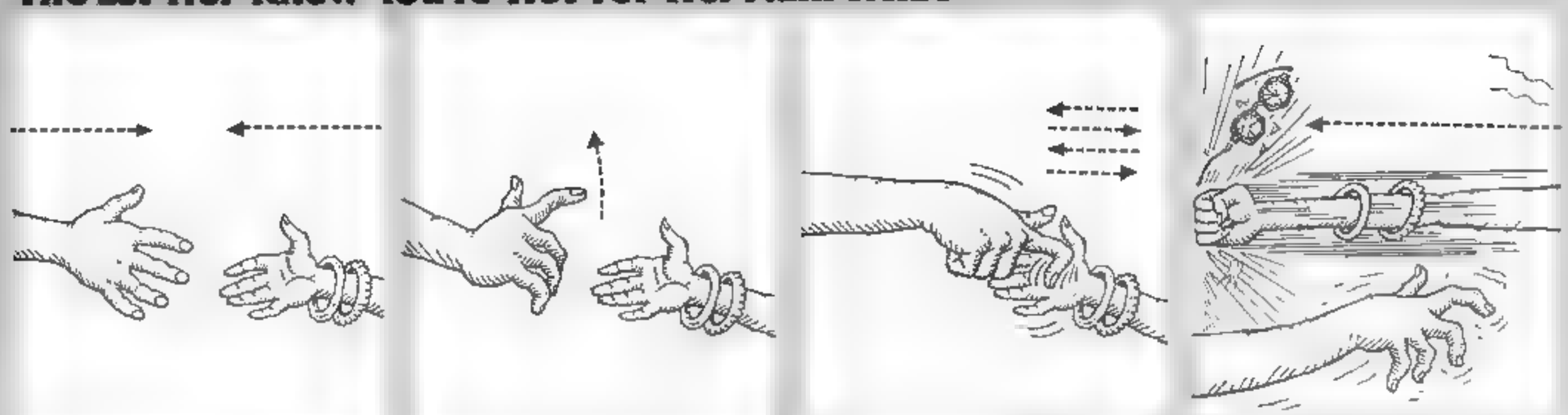
DENVER, THIS IS FLIGHT #54 OUT OF LAX, CHIP WESSEL HERE! THIS HAS GOT TO BE THE HEAVIEST DAMN FOG I'VE EVER FLOWN THROUGH! HOW'S IT LOOK DOWN THERE!





ARTIST AND WRITER: DUCK EDWING

The Let-Her-Know-You're-Hot-For-Her Palm Tickle



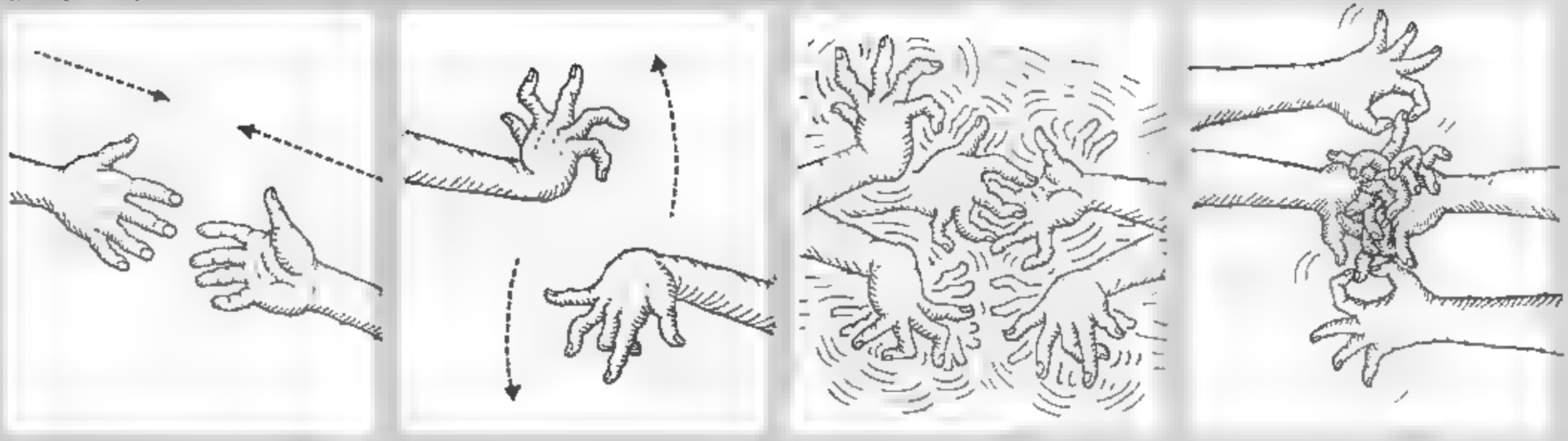
ALL JAFFEE DEPT.

When we're very young, we're taught that shaking hands is the polite thing to do. But as we get

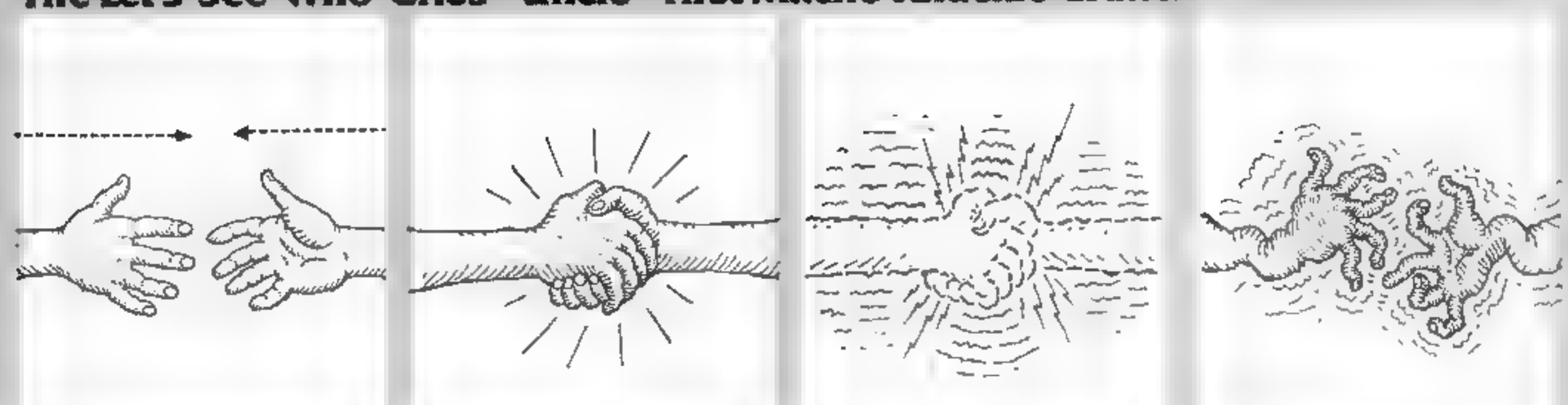
MAD LOOKS AT

IDEA: FRANK JACOBS

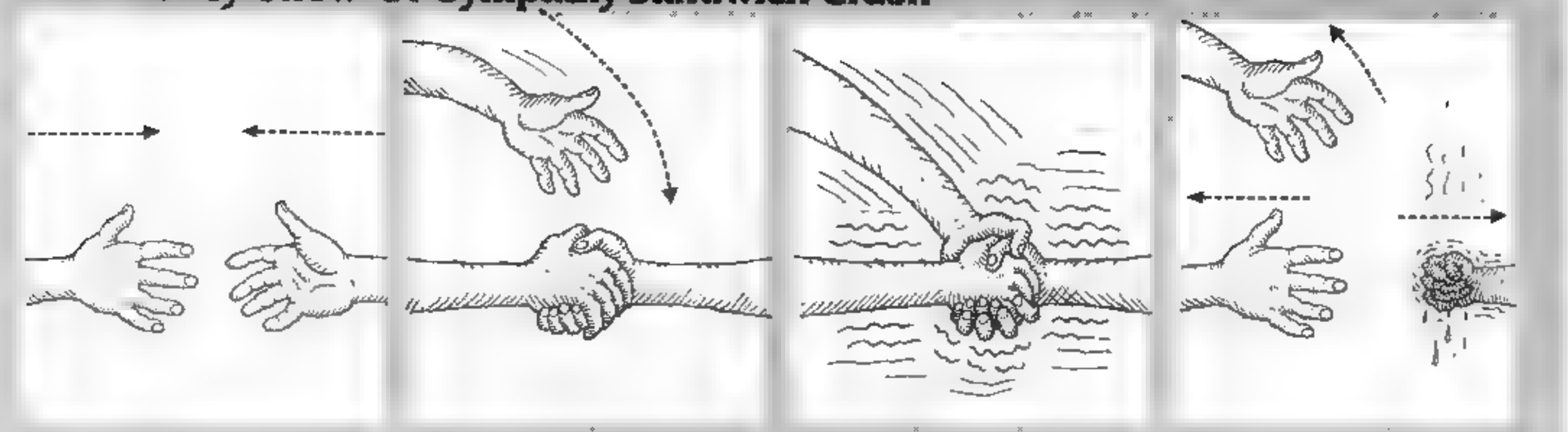
The Prove-You're-A-Member Secret Brotherhood Grab



The Let's-See-Who-Cries-"Uncle"-First Macho Knuckle Crunch



The Phoney-Show-Of-Sympathy Sandwich Crush

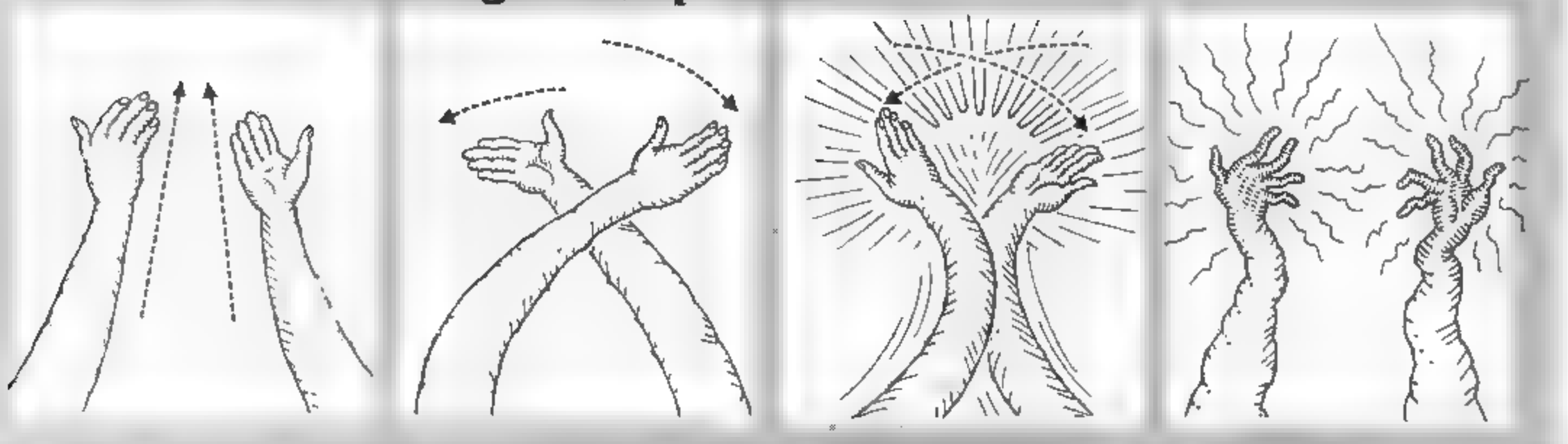


older, we discover that a handshake can have a variety of meanings and uses. As you'll see as...

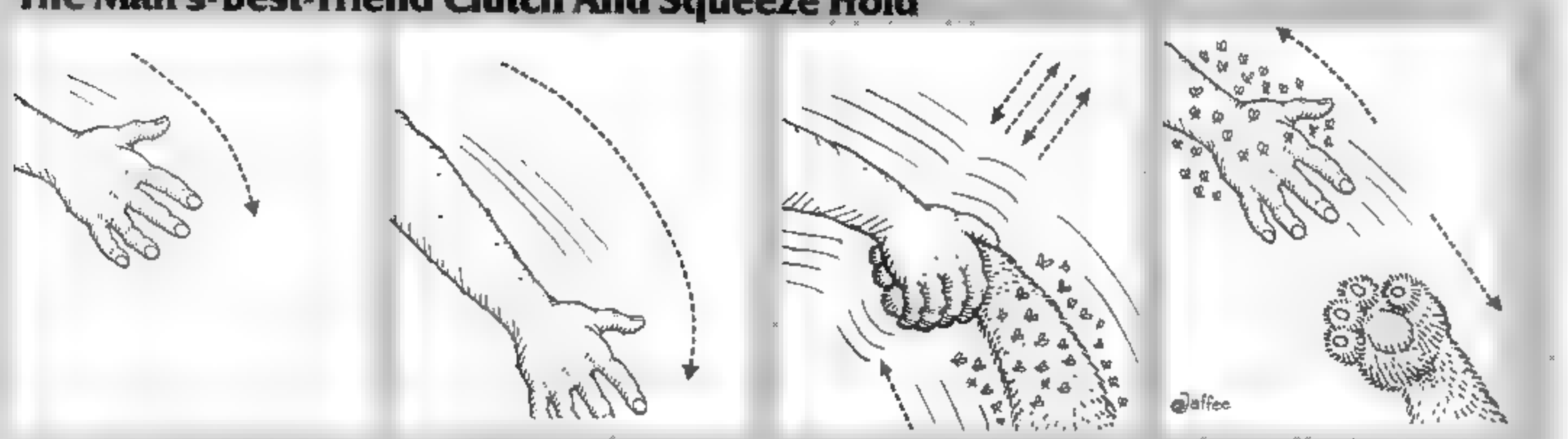
P HANDSHAKES

ARTIST & WRITER: AL JAFFEE

The Show-You're-Cool High Five Slap Shake



The Man's-Best-Friend Clutch And Squeeze Hold



BETTER LEGISLATE THAN NEVER DEPT.

It's well known that congressmen will do almost anything to get re-elected. They'll kiss thousands of babies, eat tons of creamed chicken at banquets and have their pictures taken wearing endless funny hats. In fact, it seems the only time they draw the line is when it comes to doing something meaningful, such as passing a few good laws to make our lives a

NEW LAWS THAT CON *RIGHT*

"FILM-AT-ELEVEN" CURTAILMENT MEASURE

1. Local newscasters are henceforth barred from attempting to snare viewers by popping in at station breaks to promise exciting stories on the 11 O'clock News that are clearly fake, exaggerated or rehashes of 6 O'clock News stories.

2. This law specifically bans newsbreaks that pledge "film at eleven" of nudist conventions, flying saucer landings and/or public temper tantrums thrown by members of the British Royal Family.

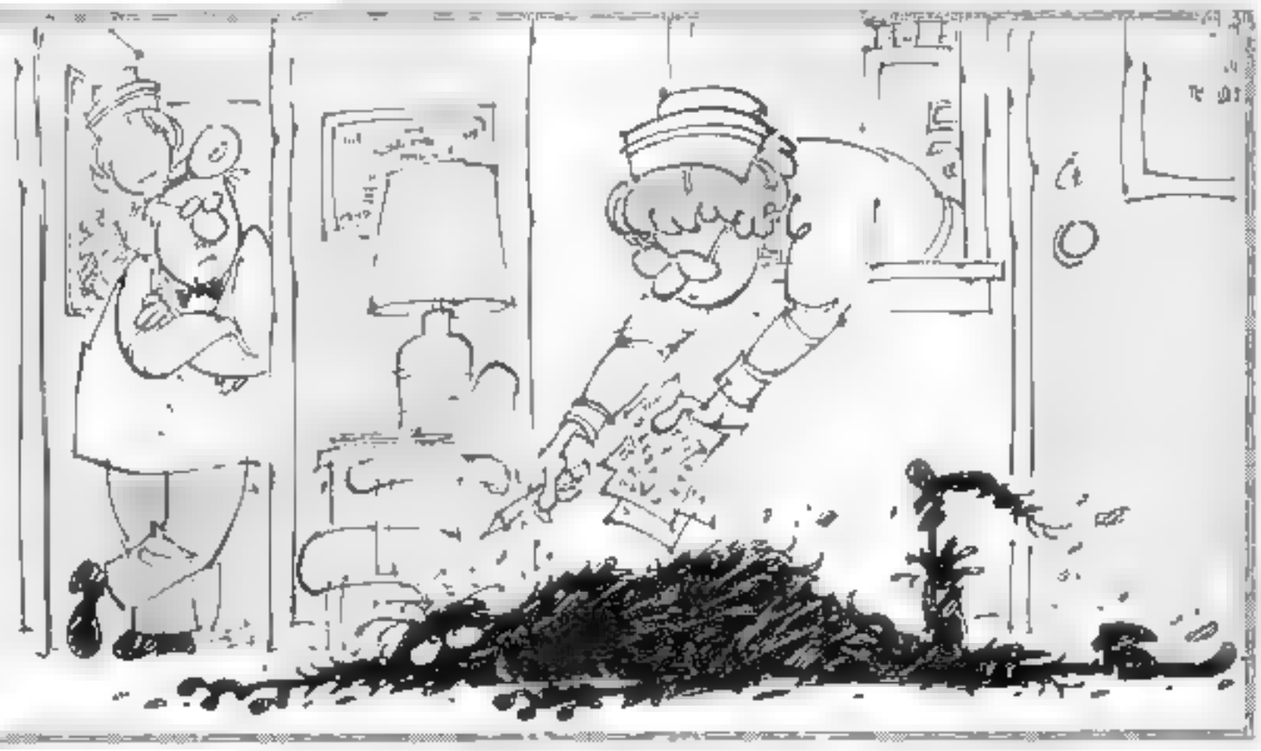
3. Convicted newspeople shall be sentenced to one solid week of station breaks during which they must beg viewers to stay tuned for a boring round-up of the day's traffic tie-ups, Teamster picketings and inaccurate weather forecasts.

DOCTOR'S OFFICE PAPERWORK STATUTE

1. It shall henceforth be a misdemeanor for medical office personnel to require any suffering person to fill out a "new patient" form in the doctor's waiting room before receiving emergency treatment.

2. Said misdemeanor shall become a felony in cases where the patient is required to fill out a second form when blood dripping from his injuries causes the original form to become illegible.

3. Said felony shall become a crime against humanity in cases where the form requires the suffering victim to supply such unnecessary data as (a) mother's maiden name, (b) address (including zip code) of patient's health insurance company, or (c) details of treatment by school nurse while in the sixth grade.



ARTIST: PAUL COKER

MERCIFUL RESTAURANT SEATING REGULATION

1. Without regard to race, creed or color, restaurant patrons shall henceforth be segregated into groups consisting of those under the age of five who scream, drool and throw their vegetables, and those over the age of five who normally do not.

2. Each "Toddlers" Section shall be policed by a burly restaurant employee assigned to prevent the escape of small children into the civilized adult's area.

3. Should the U.S. Supreme Court rule that this form of segregation is unconstitutional, restaurant managers may retaliate by seating all Supreme Court Justices who patronize their establishment at tables next to unruly children who scream, drool and throw their vegetables.

little easier! With the next election shaping up as a tough one, MAD thinks the time has come for our lawmakers to pull out all the stops if they hope to be returned to office. We know it's radical and outrageous to propose that our public servants actually engage in some real public service, but we at MAD feel we can wait no longer to recommend these...

GRESS SHOULD PASS NOW!

TRUTH-IN-SALESLADIES ORDINANCE

1. Females employed in department stores, dress shops and boutiques shall be subject to severe punishment for deceptively gushing over the "stunning" appearance of customers who actually resemble farm animals when clad in the store's merchandise.

2. Salesladies are specifically prohibited from emitting little squeals of approval as they observe hefty customers in tent stripes, psychedelic prints and/or billowing bows. Also, these lardos must never, *ever* be encouraged with the words, "Oooo! It's definitely you!"

3. Salesladies engaging in such obvious deceit for the purpose of making a fast buck shall be given five years in which to discover how "stunning" they look wearing a standard grey prison housedress.

COMPUTER WORSHIPER'S LIMITATION LAW

1. Freedom of Religion (as defined by the U.S. Constitution) shall not include the right of office workers to regard every computer printout as a holy document, no matter how many obvious or outlandish errors it contains.

2. Under this law, Computer Worship may no longer be used by corporate flunkies to hold a telephone customer responsible for 2,000 wrongly billed calls to the Antarctic, or to insist that a penniless bag lady pay tax on a huge income credited to her Social Security number by a crazed computer.

3. Violators of this law shall be put to work making license plates in a prison where any attempt to blame human mistakes on "computer error" will result in additional imprisonment.

WRITER: TOM KOCH

UNASSEMBLED PRODUCTS INFORMATION ACT

1. Retail stores are henceforth forbidden to offer products requiring assembly, except in cases where the customer is adequately warned that he is getting himself into a mess that will endanger his sanity.

2. Said warning must include notification that (a) each carton has at least 5% of its necessary pieces missing, (b) the assembly instruction sheet was written and printed in a country where English is virtually unknown, and (c) the "simple tools" required for assembly include a riveting gun and a jackhammer.

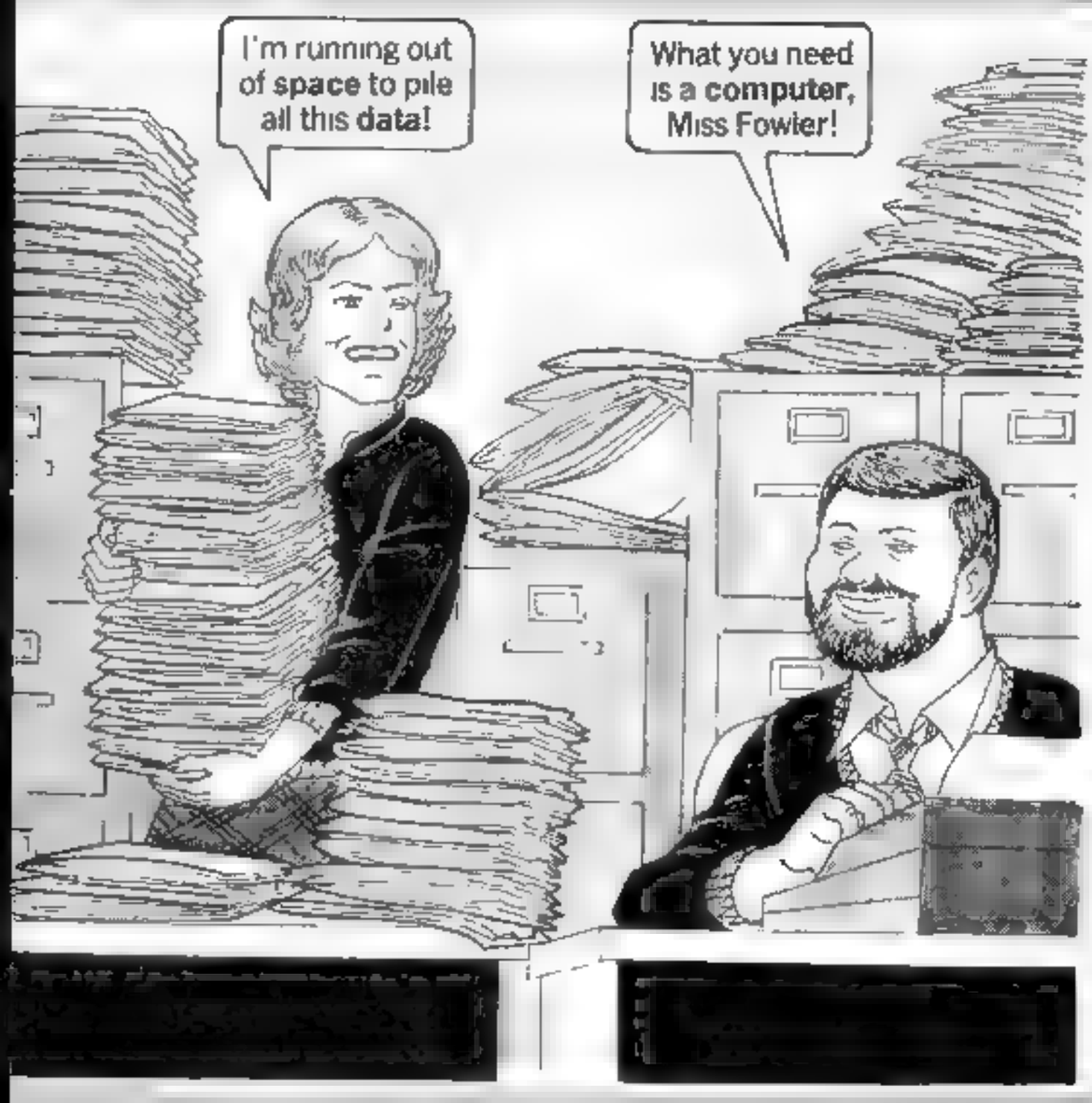
3. Violators of this act shall have their stores broken into 14,000 pieces, which they must then reassemble with the aid of only a pocket screwdriver and a Chinese road map.

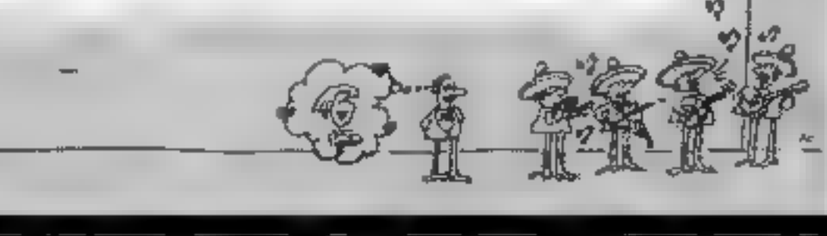
RELATIONSHIPS

BERG'S-EYE VIEW DEPT.

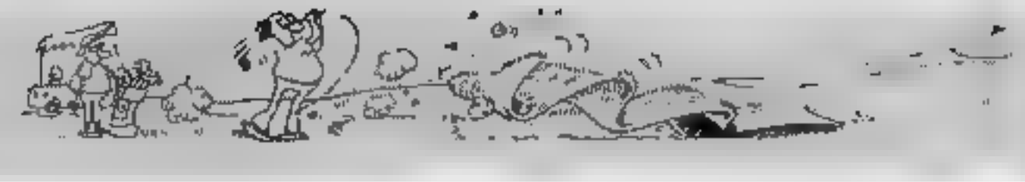
THE LIGHTE

MODERN TECHNOLOGY





TANTRUMS



Helen, he's driving me crazy with that thing!
He was bugging me so much I couldn't get the rest of my shopping done, so I bought it for him!
BANG BANG
But why a drum?
BANG BANG
Anything to keep him quiet!
BANG BANG

R SIDE OF...

ARTIST & WRITER
DAVE BERG

STATUS

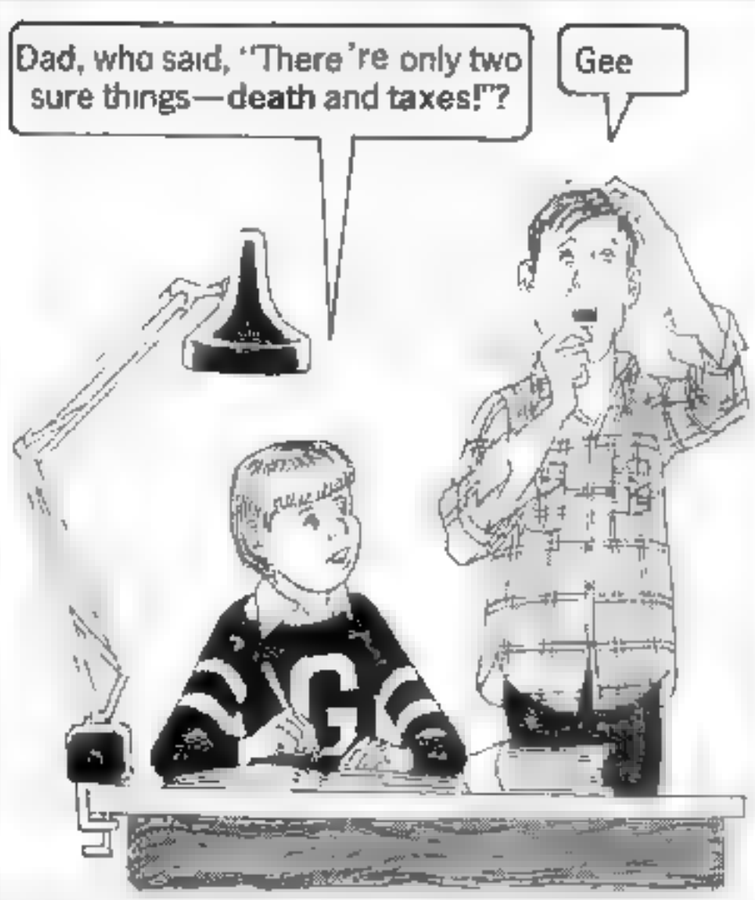
So how are things going, Norm?
Well, we've got a second house, a second car, a second TV set, and right now I'm going for the most necessary thing of all...
A second income!
Open All Night

SELF-EFFACEMENT

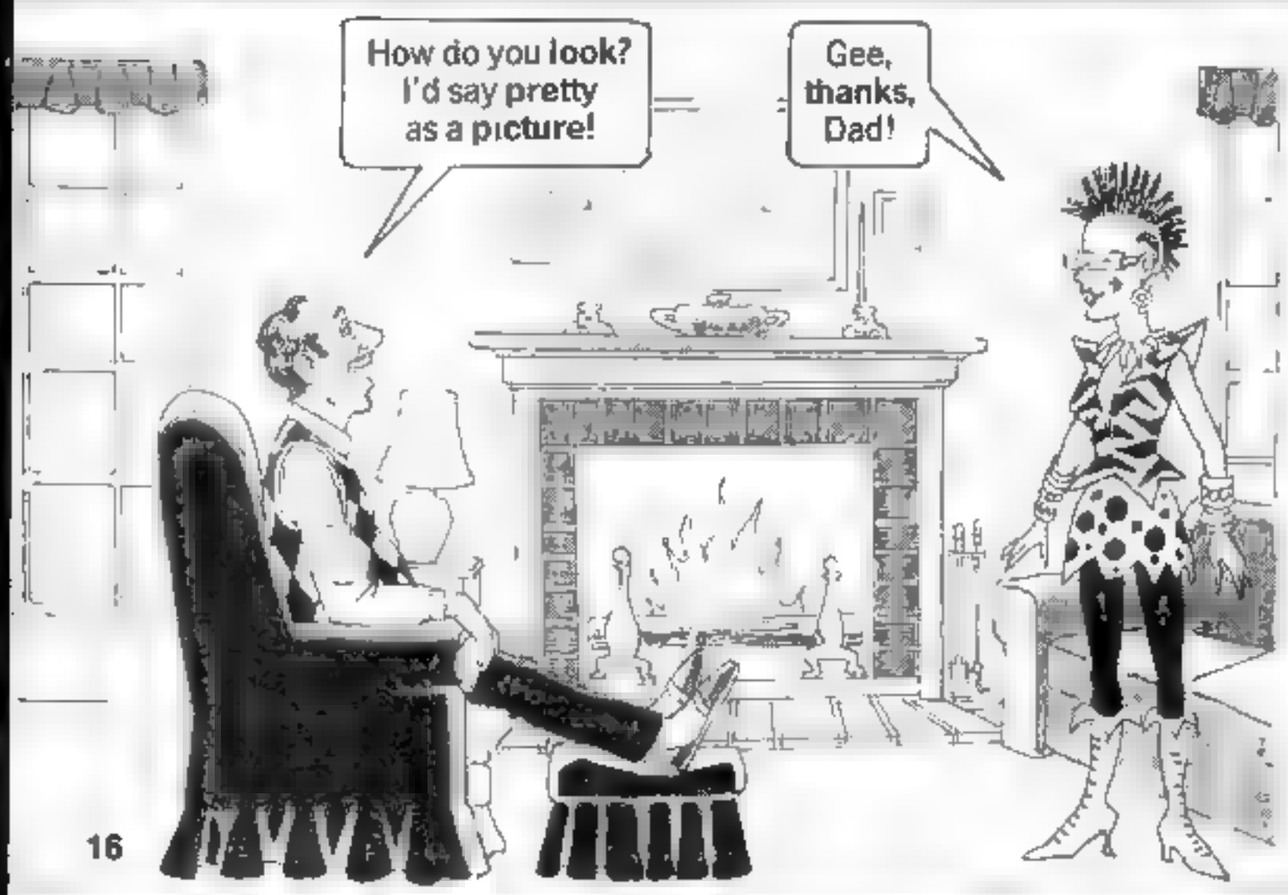
Roy, you are without a doubt the most **conceited** man I've ever heard of!
C'mon, Sybil, you're **dead wrong!** You know I'm not **conceited** in the **slightest!**
Though heaven knows, I **have every right to be!**

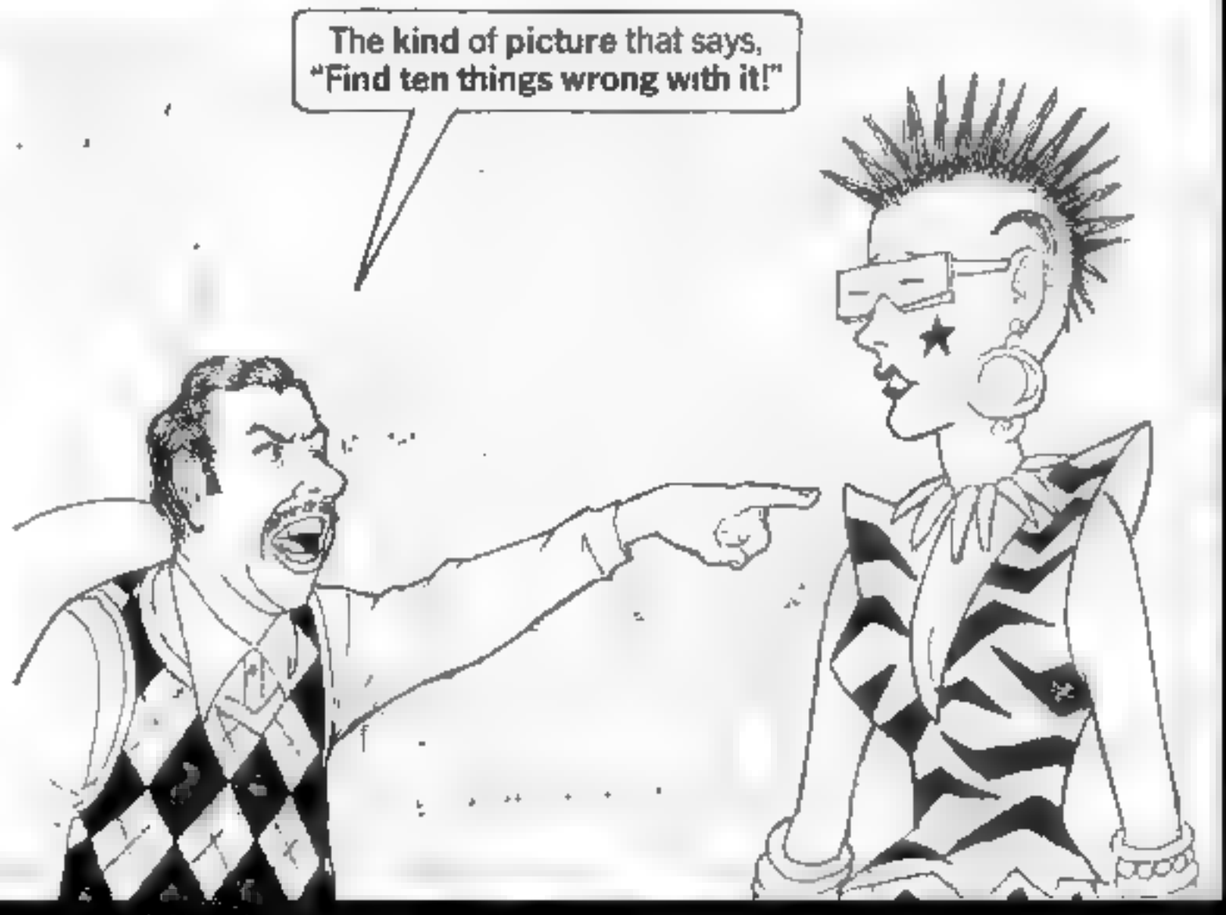
NEIGHBORS

QUOTATIONS



STYLE

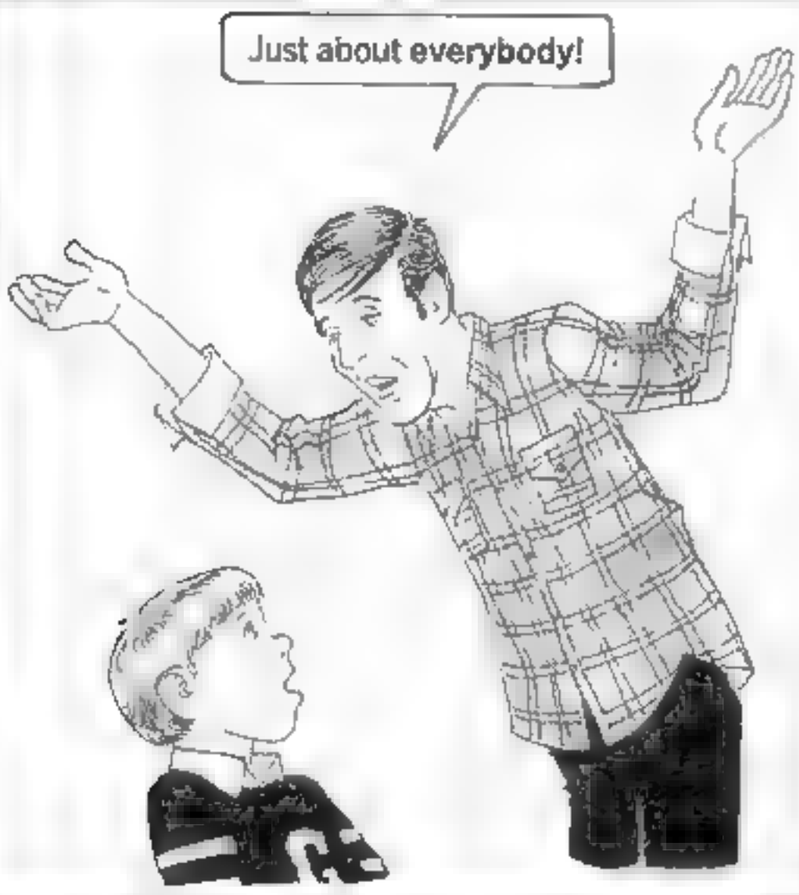




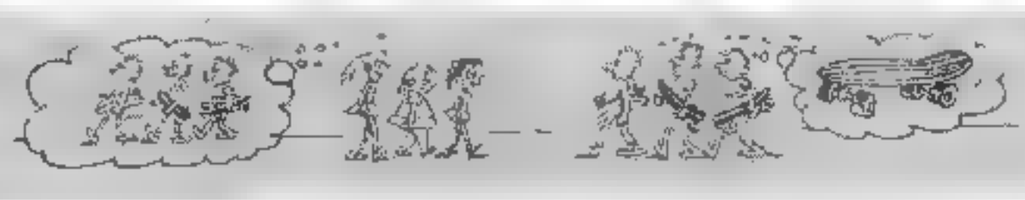
SCHOOL

John Bailey, your test paper was the only one handed in that was absolutely perfect!
Really? And I thought I flunked that test!
You did, but it was perfect! Every answer was wrong!

SHOPPING



CARS



EFFORT

How'd you do in your match this morning?
I lost in straight sets! My serve was weak, my backhand was sloppy, and my net game sucked!
Oh, you must feel dreadful!
Not at all! I feel great!
I played against my boss!

PREDICTABILITY

DOCTORS

TALES FROM THE DUCK SIDE DEPT.

THE BEFUDDLING BALCONY BLUNDER

ARTIST & WRITER DUCK EDWING

THE ENVELOPE, SLEAZE! DEPT

You probably know loads of people who receive fat envelopes in the mail that are filled with chances to win fantastic prizes and mucho bucks if they will only send in the entry form (and hopefully order some dumb magazines as well). But, how many people do you know who have actually been a winner in one of these cockamamie contests? Well, we don't know any either! And we thought it was about time we got even with the creeps who keep sending out this stupid trash. So without further ado,

MAD OPENS A TYPICAL MAGAZINE SWEEPSTAKES PACKAGE

ARTIST: BOB CLARKE WRITERS: CHARLIE KADAU & JOE RAIOLA

YOU CAN WIN THESE GRAND PRIZES!

Super Spectacular Grand Prize #1

Imagine yourself at the wheel of this luxurious 58 foot yacht! Imagine setting sail for such exotic ports as the Caribbean, The French Riviera and the South Sea Islands! If you're our *BIG* winner, you'll be able to imagine all this and more every time you look at your prize--a full-color 8×10 photograph of this luxurious 58 foot yacht!

Wild Incredible Grand Prize #2

Just think of what your friends will say as you proudly display your new dream house...Complete with 18 rooms, a 4 car garage, patio and in-ground swimming pool! You'll be the talk of your neighborhood, or *wherever* you carry this 1/64th scale model house...Grand Prize #2 in our amazing magazine sweepstakes!

Utterly Unbelievable Grand Prize #3

If you're the lucky winner of Grand Prize #3 we'll never send you another piece of obnoxious junk mail like this again...ever! Imagine your satisfaction as everyone you know receives phony magazine contest come-ons except *you*! If that isn't enough of an incentive for entering this contest, we don't know what is!

WHO CAN ENTER

Our 5 Million Dollar Bonus Sweepstakes is open to all residents of the United States and Canada with the following exceptions: Anyone under the age of 18, women, left-handed people, good dancers, wristwatch owners, taxidermists, circus midgets, football fans, ex-members of Menudo, wax fruit manufacturers, Christians, and men.

If you've decided not to order...

please read this!

Dear Friend:

If you've decided you don't want to take advantage of our incredibly spectacular and truly amazing magazine buys, YOU CAN STILL ENTER OUR SWEEPSTAKES *EVEN IF YOU DON'T BUY ANYTHING*! But remember: for some unexplainable reason, a person's chances of winning seem to increase when they buy lots and lots of magazines from us. I'm not saying you *have* to buy magazines in order to win anything, but I can't think of a single winner we've had who didn't buy multi-year subscriptions to several dozen of our fine magazines!

What do you take me for, a blithering idiot? Only a moron would give away hundreds of thousands of
jerks who think they can
and ugly as sin to boot.
ought to be shot!

Fondly,

Emerson L. Bunk
President
Fat Chance Publishers

HALF OFF
Potholder Monthly
From the publishers of *Cardboard Illustrated*
Only $23.40

ONE A COPY
Illegal Business Week
Only $11.95

HALF OFF
OUCH!
The Magazine of Painful Dentistry
Only $14.97

36¢ OFF
ALL ADS
We dare you to find an article
Only $48.50

50¢ A COPY
VD Guide
Where It Is and How To Avoid It
Only $13.32

$4.00 OFF
Better Avocado
(Includes our Annual Guacamole Issue)
Only $14.99

This Check Could

Fat Chance Publishers
12 Bogus Boulevard
Shady Groves, Connecticut

Pay To the Order Of Mr. Occupant and f
Five Million $ xx

First National Void Bank

Official Signature Here

A Personal Note From Fat Chance Publishers

WOW! WE MEAN IT! READ THIS!

Dear Mr. Occupant,

You may already be the winner of our 5 Million Dollar Bonus Prize...and not even know it! Just think of what 5 Million Dollars could do for the Occupant **family...A mink coat for** Mrs. Occupant**...A college education for the** Occupant **children...Yes,** Mr Occupant, **you could be**

Only $23.40

(In every issue)
Only $9.99

Only $48.50

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MAD
Winner of the VEEKO Award

GOOD VALUE
Sports Titillated
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The Year Gelawe

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$3.03 A COPY

Family Disagreement

(8 domestic squabbles in every issue)

Only $9.99

$5.00 A COPY

U yest

Old That's Only

It's Easy To Find Out If You're A Winner!

All you have to do is watch T.V.! We'll be announcing the winners of our super duper Grand Prizes and the 5 Million Dollar Bonus Giveaway sometime in September (or October) during channel 39's 4 AM Farm Report program in Bagboro, Montana! In order to protect your privacy, this is absolutely the *only* place and time we will be announcing the winners. See you in Bagboro!

Be Yours!

Any Day Now 1988!

$5,000,000!!

r's

er

ily!

n.a

OFFICIAL ENTRY CARD

SPECIAL COLOSSAL GRAND PRIZE STAMP HERE!

MAGAZINE STAMPS HERE

VERY SPECIAL PRIORITY STAMP HERE

THE STAMP THAT LOOKS LIKE FLORIDA HERE

AREN'T YOU GLAD WE DIDN'T DESIGN A STAMP THAT LOOKS LIKE THIS?

PUT YOUR VERY SMALL STAMP THAT YOU PROBABLY LOST HERE

PLACE ANY STAMPS YOU HAVE LEFTOVER HERE!

☐ YES, charge me a lot more for the magazines than you said you would.

HOW TO ENTER

1.) If you are ordering magazines, affix a postage stamp and mail immediately!

2.) If you are only entering our sweepstakes and not ordering magazines, that's fine with us! Simply mail your entry to:

Yung Scrap Paper Company
Baktash
South Korea 80921

PLACE YOUR ADDRESS LABEL HERE

...when any of us can get a bank loan as easily as the fascist dictator of some debt-ridden country.

...when we can remember who last year's Miss America was if she doesn't take off all her clothes.

...when Reagan forgets a 1947 anecdote about the movies as easily as he forgets the details of Iran-Scam.

THE ODDS MUST BE CRAZY DEPT.

THAT'

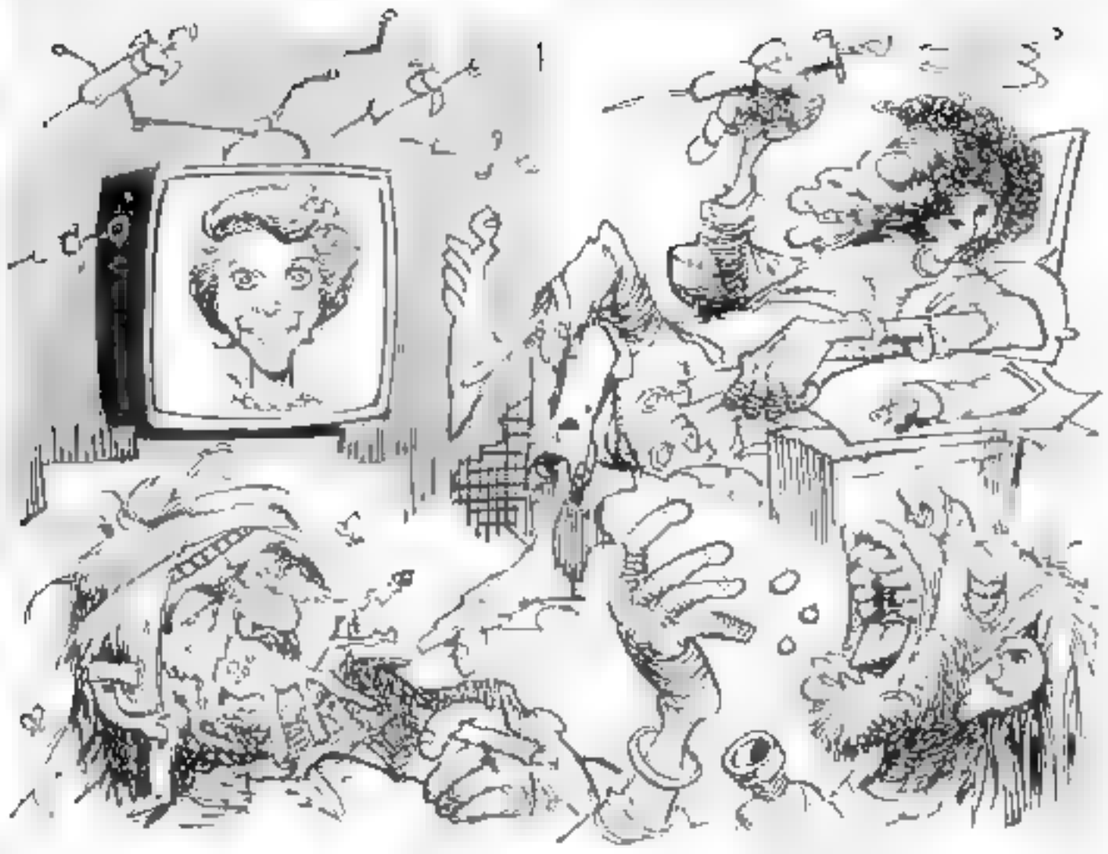
We're pleased to announce that MAD
this year's Pulitzer Prize for Literat
gullible readers have passed out fr
like to present a few other events

THE

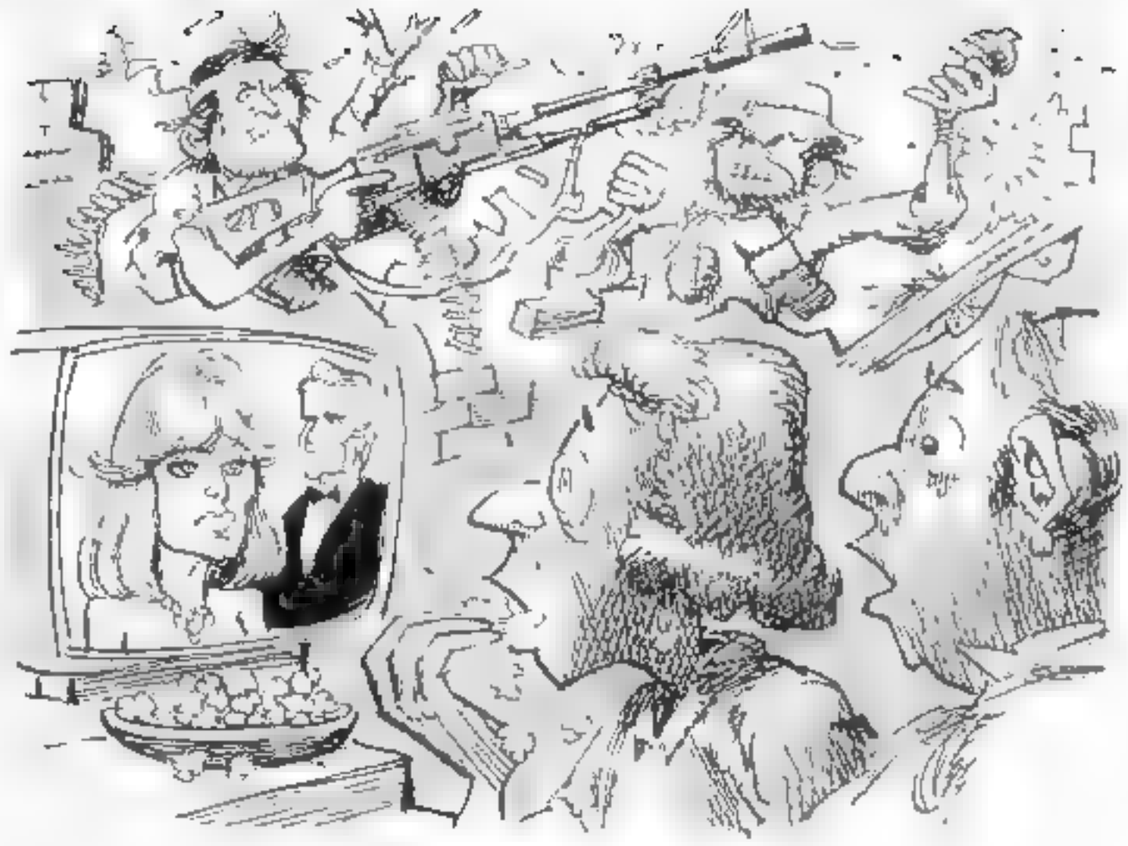
ARTIST: JACK DAVIS

...when politicians who are "tough on crime" insist on the death penalty for graft, corruption, and bribe-taking.

...when participants in sleazy scandals are too ashamed to sell their stories to producers and book publishers.



...when drug addicts go cold turkey and give up cocaine because Nancy Reagan tells them to "Just Say No."



...when Americans care more about the Sandinistas vs. the Contras than they do about the Colbys vs. the Carringtons.

LL BE

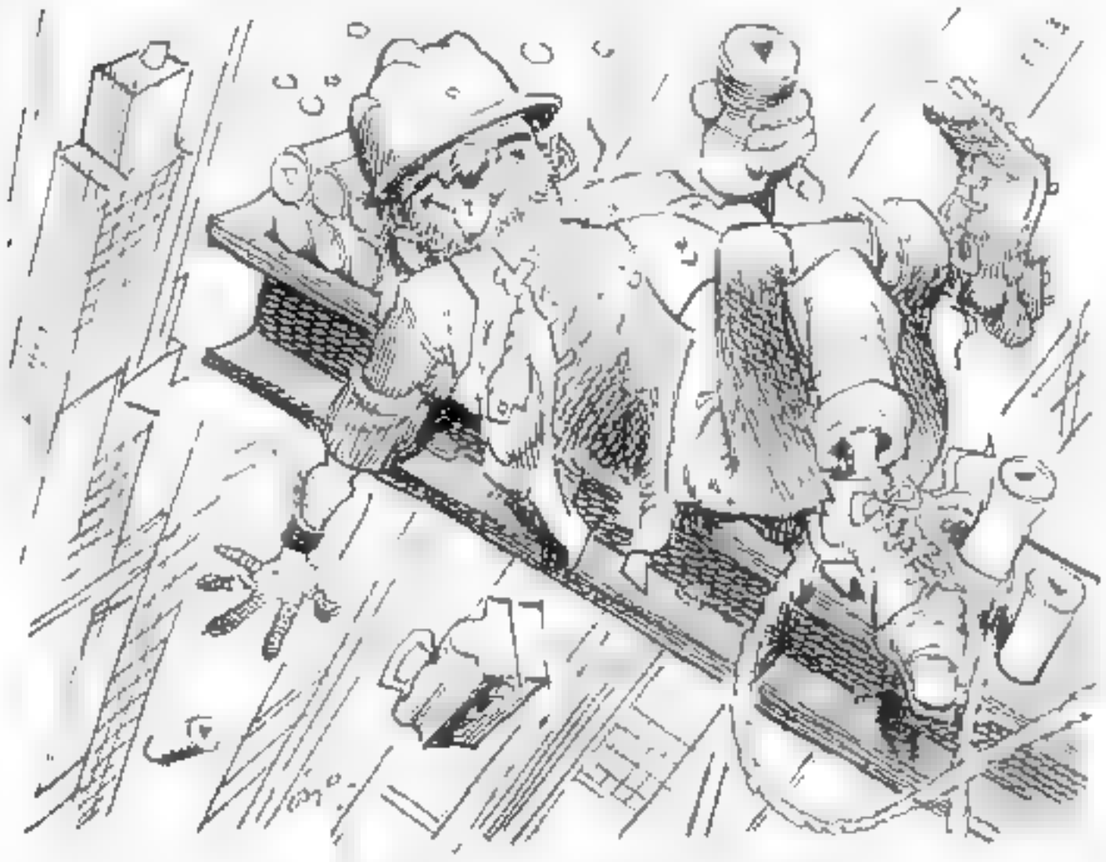
D has been selected to receive
ure. HA! Now that our more
m shock—or schlock!—we'd
that will make you shout...

DAY!

WRITER BARRY LIEBMAN

...when other motorists start driving more carefully the moment they see a stupid yellow "Baby on Board" sign.

...when some poor, oppressed, downtrodden country actually *improves* after covert C.I.A. interference.



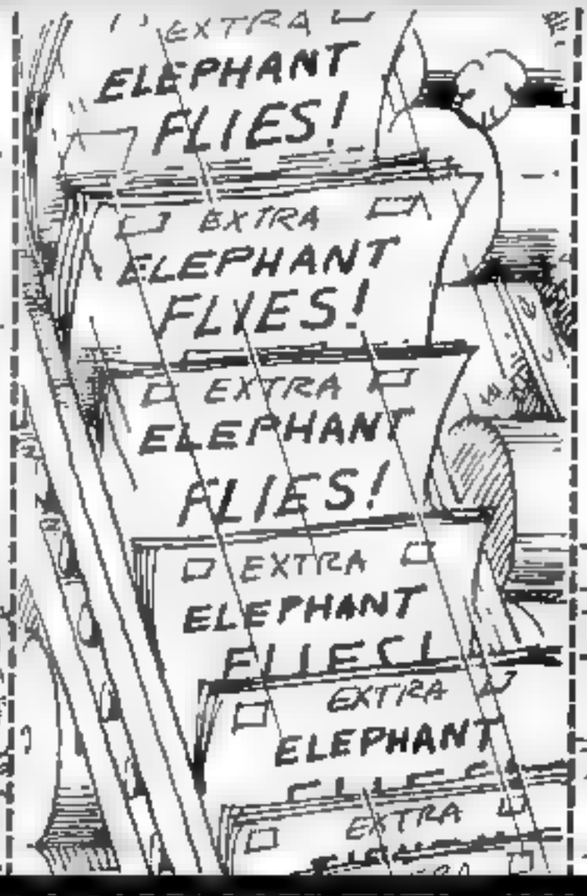
...when Madison Avenue shows us what construction workers *really* look like after they've chugged down a few beers.

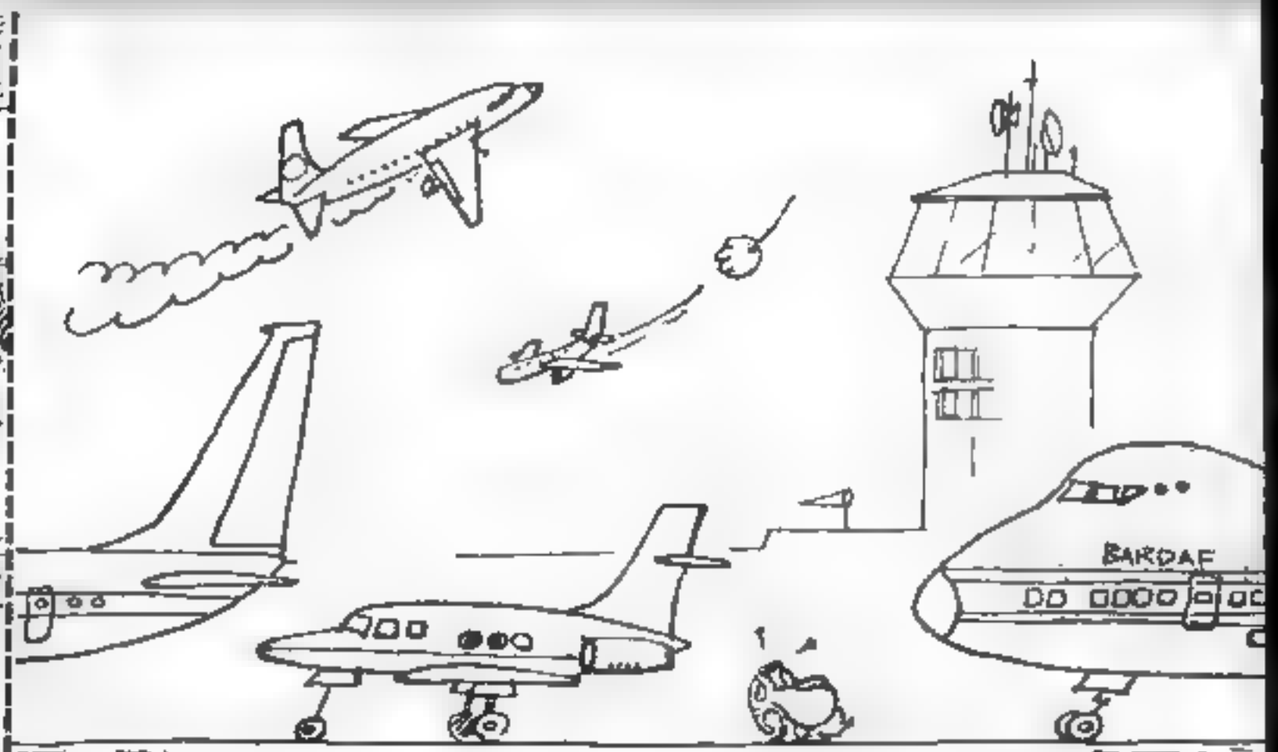
SERGE-IN GENERAL DEPT.

A MAD LOOK AT DISNEY

CLASSICS

ARTIST & WRITER: SERGIO ARAGONES





GLASS SLIPPERS
AS SEEN AT THE
PALACE BALL
ALL
SIZES

HIRE EDUCATION DEPT.

Like it or not, you can't go to school forever. So, in the not too distant future, when you're 25 or so, you're going to wake up one morning and be faced with a momentous decision: either finish high school and go on to college, or go out and get a job. If you decide to go to college, you've got nothing to worry about for another ten years at least. But if you plan to get a job, pay close attention to:

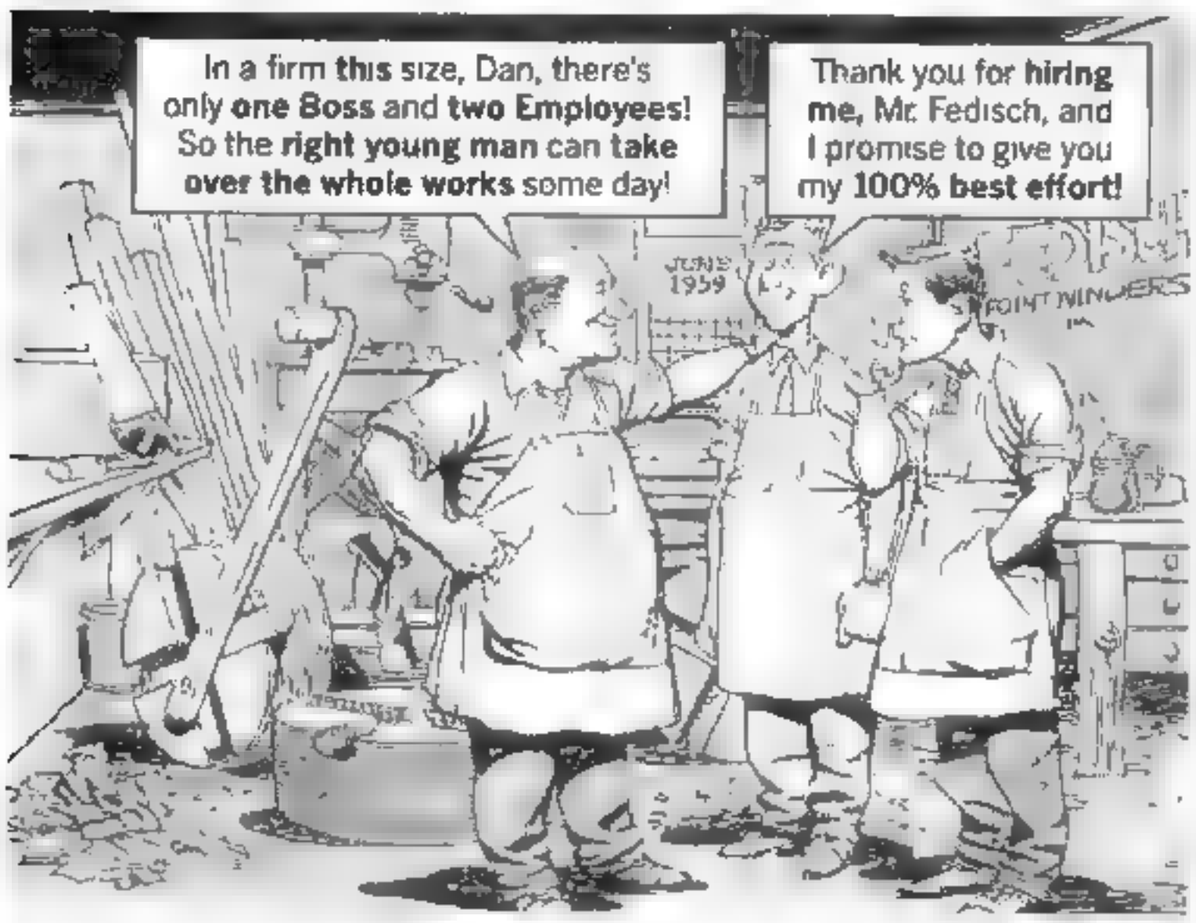
MAD'S GUIDE TO MAKING IT IN THE BUSINESS WORLD

ARTIST: GEORGE WOODBRIDGE WRITER: LARRY SIEGEL

CHOOSING THE KIND OF COMPANY TO JOIN

In the business world, you usually have a choice of two kinds of firms to join, Small or Large.

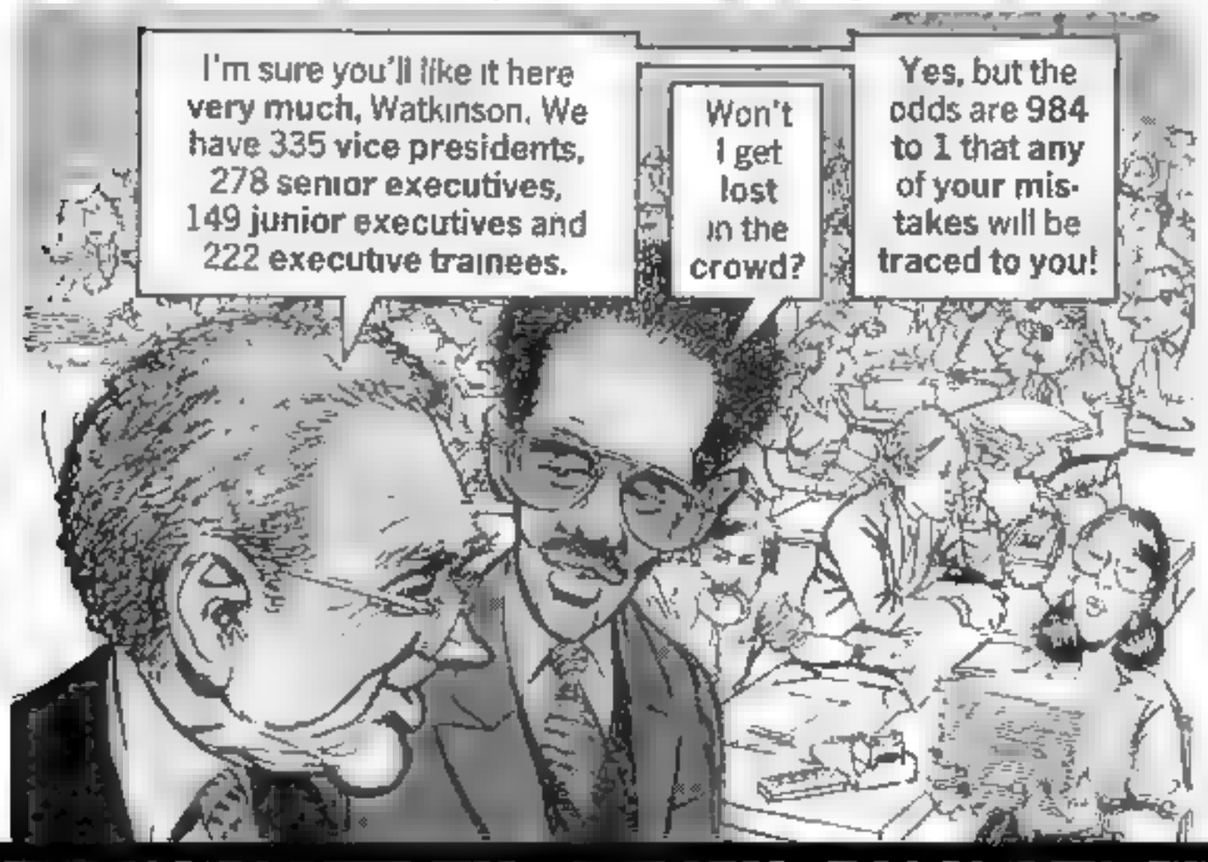
One Of The Advantages Of Joining A Small Firm


In a firm this size, Dan, there's only one Boss and two Employees! So the right young man can take over the whole works some day!
Thank you for hiring me, Mr. Fedisch, and I promise to give you my 100% best effort!
JUNE 1959
POINT NINGERS

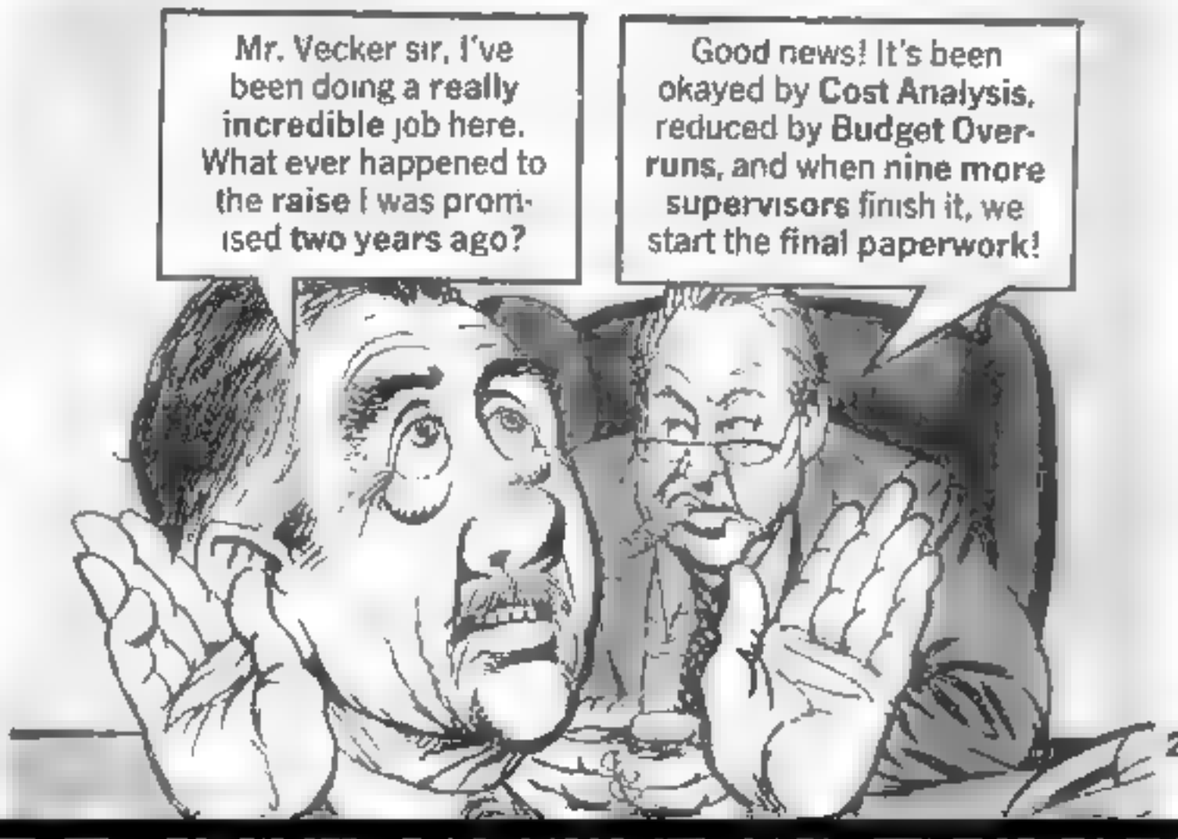
One Of The Disadvantages Of Joining A Small Firm

It's time for me to retire, Dan, and I deeply appreciate your 25 years of loyalty to me ... and to the company!
I only hope you show as much loyalty to Malcolm here, who's taking over the firm after I leave!
Thank you, Mr. Fedisch !
Thank you, Dad .!

One Of The Advantages Of Joining A Large Firm


I'm sure you'll like it here very much, Watkinson. We have 335 vice presidents, 278 senior executives, 149 junior executives and 222 executive trainees.
Won't I get lost in the crowd?
Yes, but the odds are 984 to 1 that any of your mistakes will be traced to you!

One Of The Disadvantages Of Joining A Large Firm

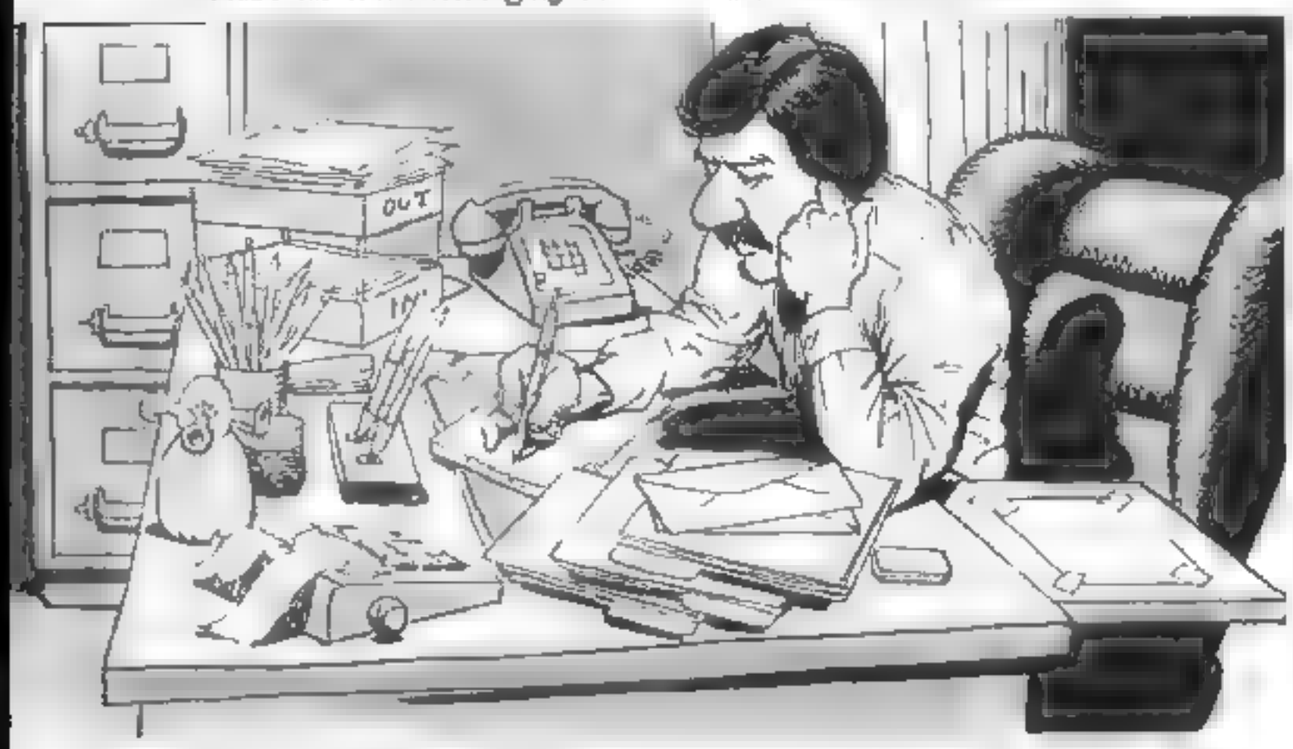

Mr. Vecker sir, I've been doing a really incredible job here. What ever happened to the raise I was promised two years ago?
Good news! It's been okayed by Cost Analysis, reduced by Budget Overruns, and when nine more supervisors finish it, we start the final paperwork!

PATTERN YOURSELF AFTER SUCCESSFUL PEOPLE

The quickest way to achieve success in a large office is to model your behavior after those who are making it, and avoid the mistakes of those who aren't. Here are examples of what we mean...

The Way They Keep Their Desk

This man's desk tells us that he is a conscientious and tireless worker. It tells us that he has no time for petty politics and no desire to engage in vicious acts like screwing the guy ahead of him on the job scale. It also tells us that this guy is a TOTAL FAILURE IN BUSINESS.



This man's desk contains only a minimum amount of work. The rest, he either passes on down to underlings, or he destroys. This gives him a free hand to work on important projects. It also gives him his other free hand to knife people in the back who are in his way up the job scale. This guy is obviously a MODERATE SUCCESS IN BUSINESS.

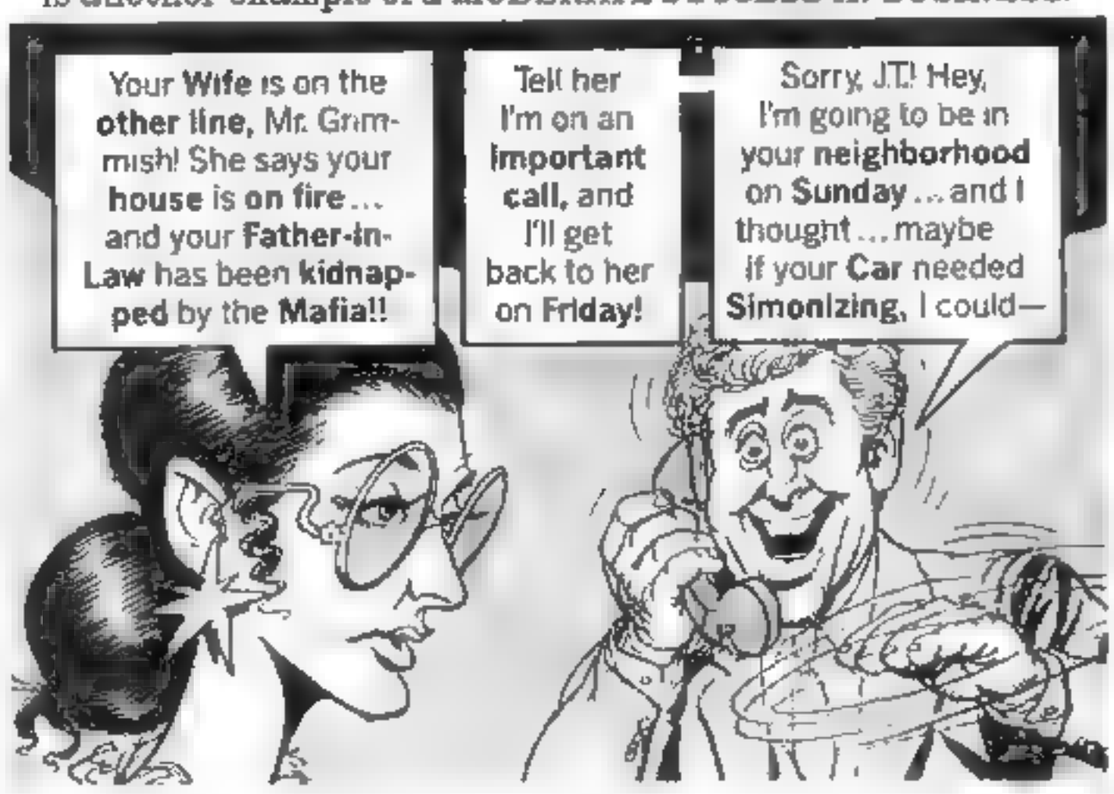
This man's desk is absolutely, totally clean. Everything . including his work load, his expense account records, and the man he replaced... are in the waste basket under his desk. This guy is obviously CHAIRMAN OF THE BOARD.

The Way They Handle Themselves On The Phone

This man will accept all calls, will talk to anybody on the phone, and if he's not at his desk, will return calls immediately upon his return, which gives him no time to make plans to screw the man ahead of him. Obviously, this man is another example of a TOTAL FAILURE IN BUSINESS.

Sir, thank you for your **sincere sales pitch!** I **couldn't** have enjoyed talking to you **more** if you were a **real person** instead of a **machine!**
There's **another call** for you on **3,** Mr. Krantz ...but it's a **wrong number!**
Ask whoever it is how his **family** is, and tell him I'll **call him back anyway!!**

This man only speaks to people who can help him, and ignores the calls of others. Which gives him time to suck around superiors, or make plans to knife them. This guy is another example of a MODERATE SUCCESS IN BUSINESS.


Your **Wife** is on the **other line,** Mr. Grimmish! She says your **house** is **on fire**... and your **Father-in-Law** has been **kidnapped** by the **Mafia!!**
Tell her I'm on an **important call,** and I'll get back to her on **Friday!**
Sorry, J.T! Hey, I'm going to be in your **neighborhood** on **Sunday**...and I thought...maybe if your **Car** needed **Simonizing,** I could—

Even until his dying day, this guy never accepts calls from anyone! Yep... he's the CHAIRMAN OF THE BOARD.

THE VITAL IMPORTANCE OF BUSINESS MEETINGS

Business meetings are the very lifeblood of any large firm. Following are the "Three W's" of business meetings: "When," "Who," and "Why."

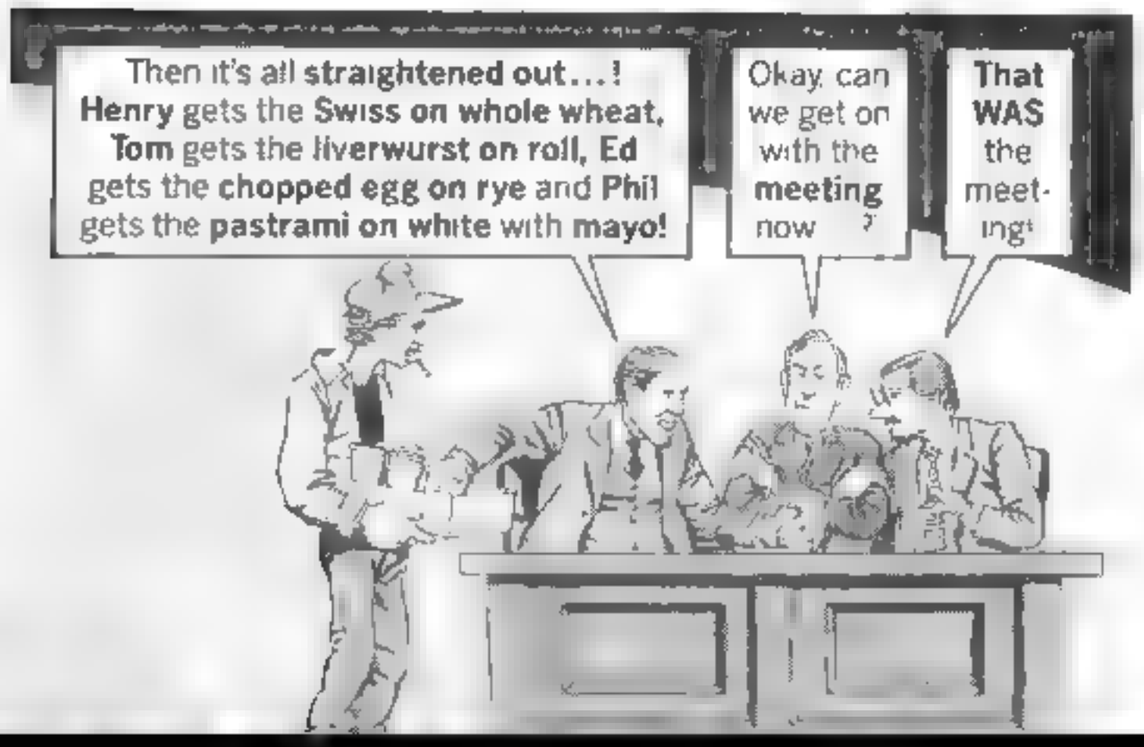
WHEN Should You Call A Business Meeting...?
Answer: At Least Twenty-five Times A Day...?

I called this meeting to discuss when to call a meeting to discuss when to call our budget meeting!
I move our budget meeting be called for three o'clock! Therefore, we do not need another meeting to discuss when to call it.
I second the motion! But first, let's call another meeting to discuss whether or not it's worth even discussing!

WHO Should Attend These Business Meetings?
Answer: Anybody In The Office! And Remember, There Are Never Too Many Or Too Few People!

Are you crazy! We can't claim depreciation on that!
Who you calling crazy, you idiot!
Oh, yeah?!? How'd you like a mouth full of knuckles!
Mr. Fielding is having a conference in there, and I'm very worried about him!
Executives always argue a lot during business meetings!
Yes, I know! But HE's in there ALONE!
BOARD ROOM
AUTHORIZED PERSONS ONLY

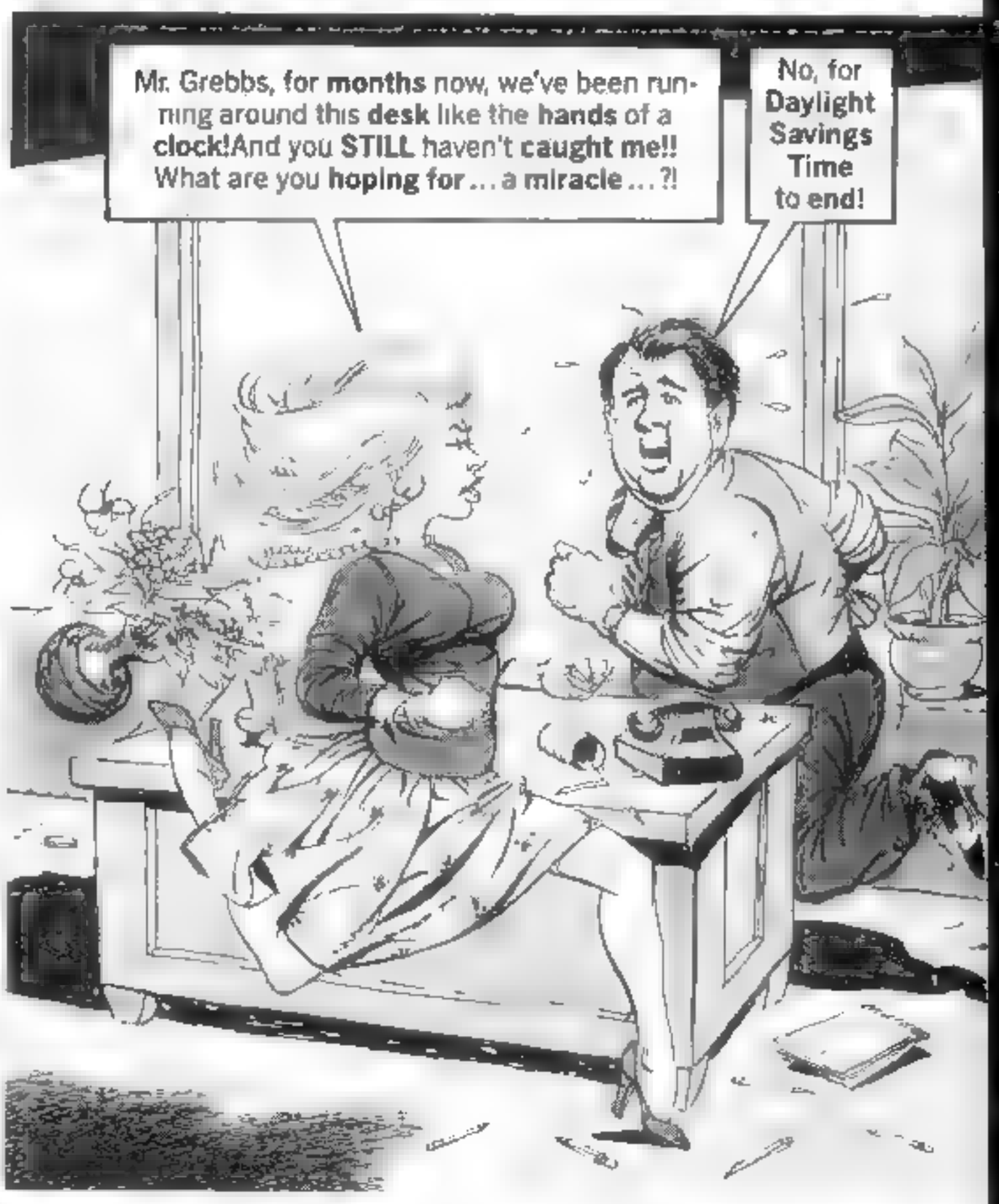
WHY Should You Call A Business Meeting...?
Answer: If You Think You Need A Good Reason, You'd Better Get Out Of The Business World!!


Then it's all straightened out...! Henry gets the Swiss on whole wheat, Tom gets the liverwurst on roll, Ed gets the chopped egg on rye and Phil gets the pastrami on white with mayo!
Okay, can we get on with the meeting now?
That WAS the meeting!

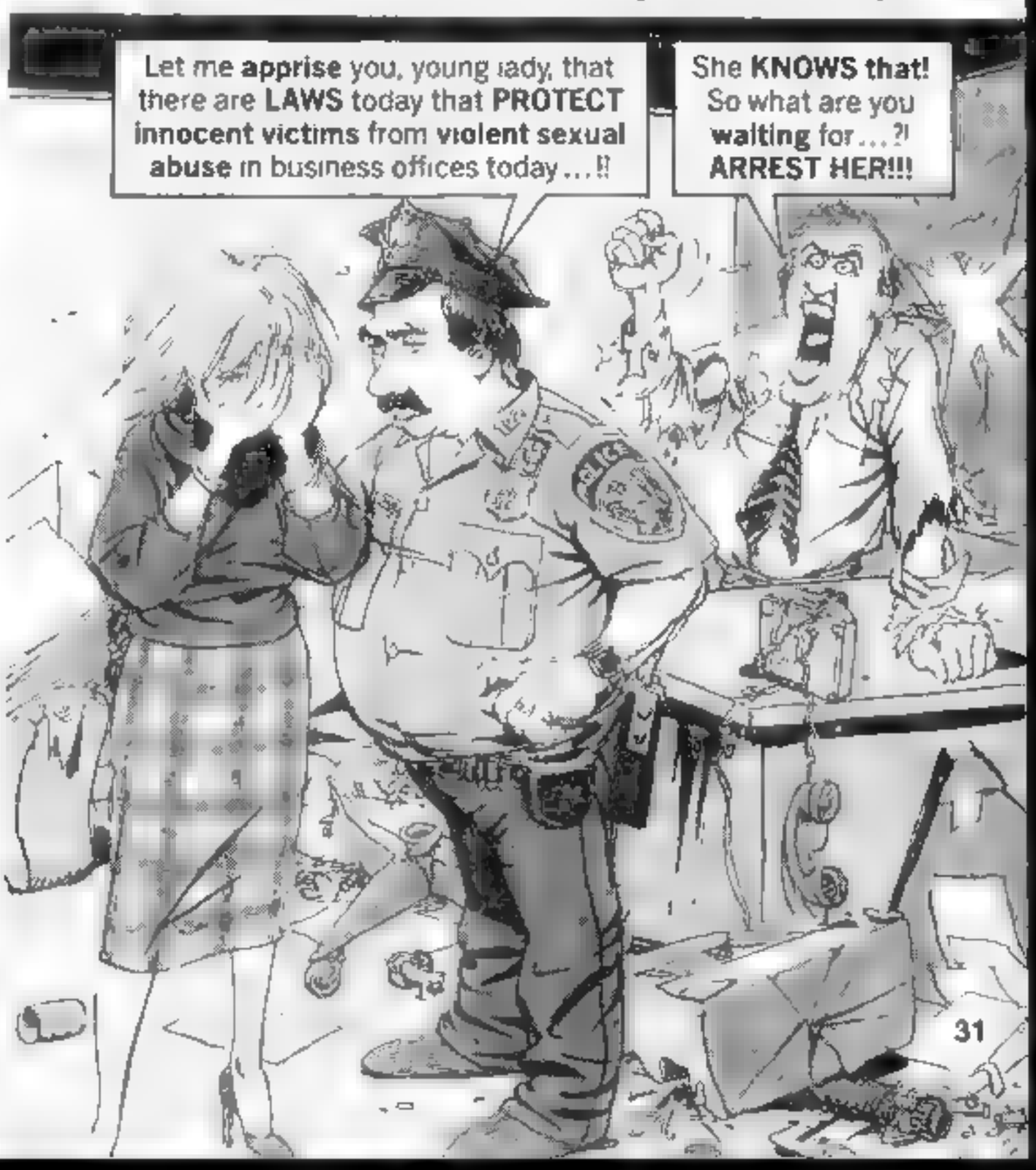
SEX IN BUSINESS

In the business world, you'll come across women of all ages, sizes and shapes! Take warning...!

Back in the old days, the following scene of sexual harrassment was very common around most business offices...


Mr. Grebbs, for months now, we've been running around this desk like the hands of a clock! And you STILL haven't caught me!! What are you hoping for... a miracle...?!
No, for Daylight Savings Time to end!

Today, of course, with the advancement of "Women's Rights," the times...and the scene...have changed dramatically...


Let me apprise you, young lady, that there are LAWS today that PROTECT innocent victims from violent sexual abuse in business offices today...!!
She KNOWS that! So what are you waiting for...?! ARREST HER!!!

HOW TO DRESS IN THE BUSINESS WORLD

In business, it's important to conform to certain dress codes which coincide with your career.

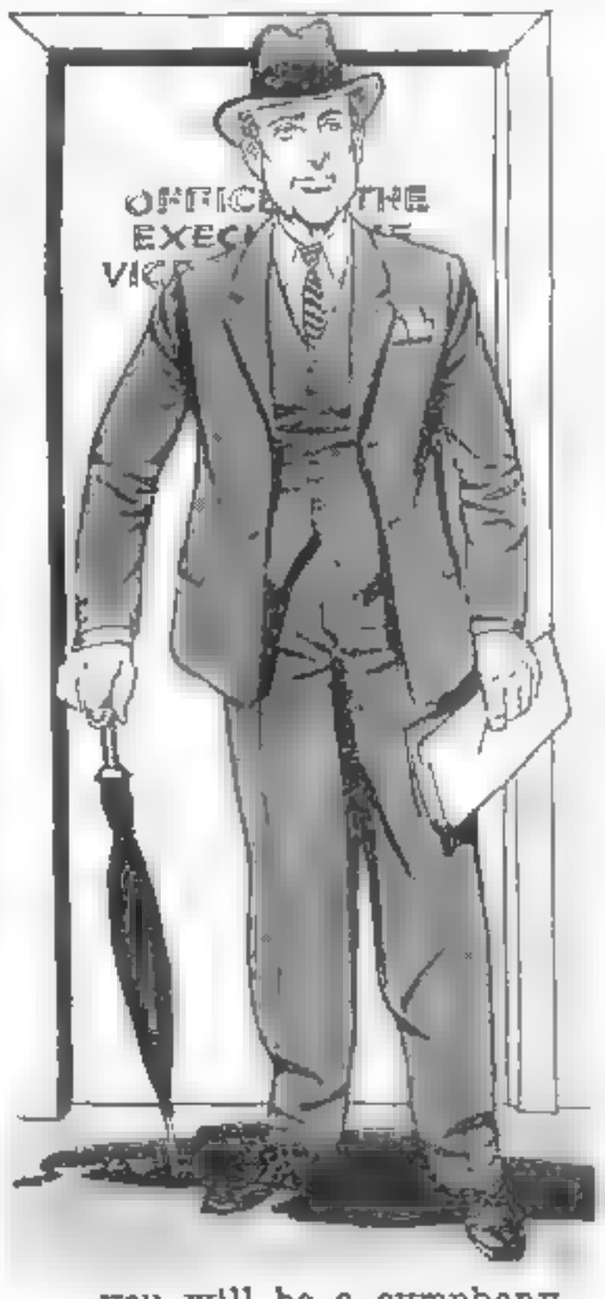
As A Shipping Clerk...

...you will wear battered running shoes, torn jeans, a dirty tank shirt, a beard, a Willie Nelson hair style and an earring. You will be known as a STRANGE WEIRDO SLOB!

As An Executive Trainee...

. you will wear a conservative suit, a dark blue shirt, a paisley tie, Italian shoes and short hair. You will be known as a FASHION PLATE WITH UPWARD MOBILITY!

As A Vice President...



...you will be a symphony in black...a black vested suit, black tie and black shoes framing a white shirt. You will be known as an EXECUTIVE WHO'S MADE IT!

As Chairman Of The Board...

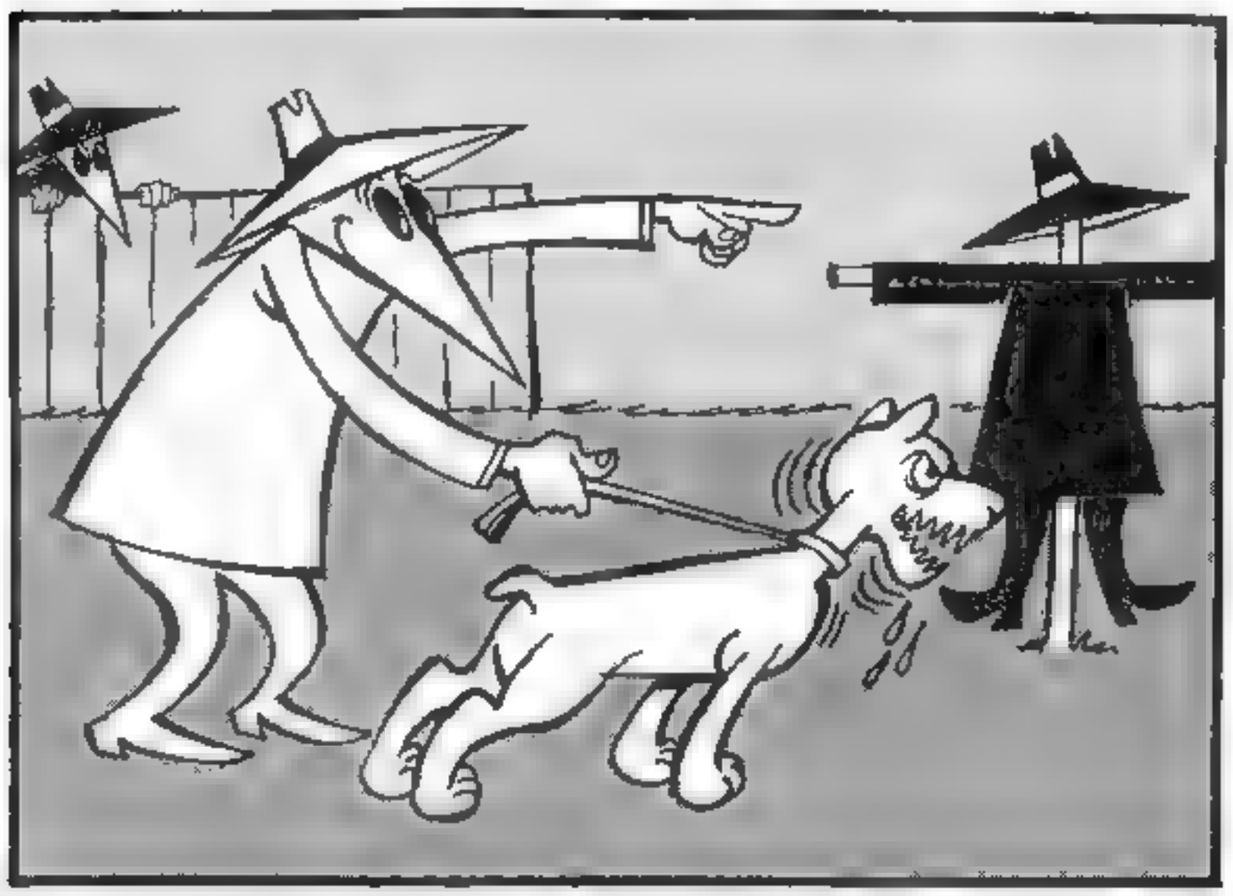
...you will wear battered running shoes, torn jeans, a dirty tank shirt, a beard, a Willie Nelson hair style and an earring. You will be known as an ECCENTRIC GENIUS!

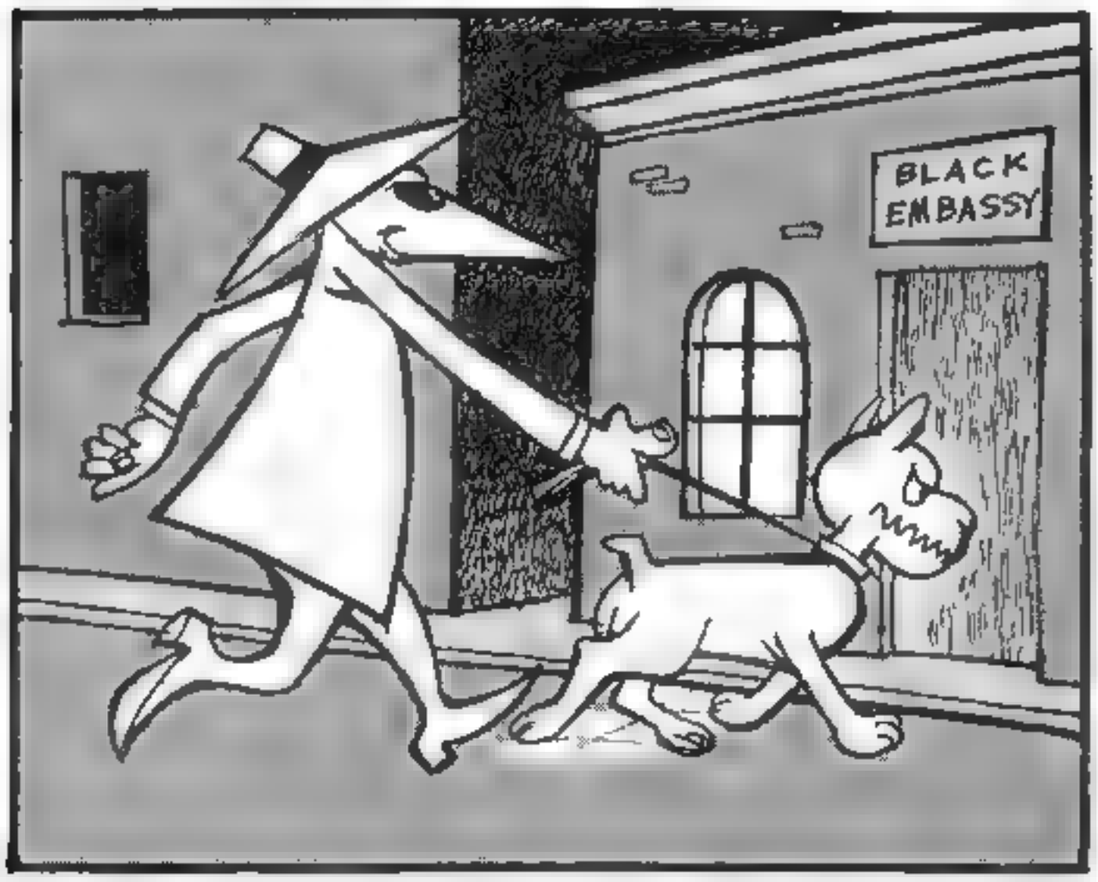
THOSE LEGENDARY OFFICE CHRISTMAS PARTIES

One of the marks of a successful executive is how well and how often he makes out at the Office Xmas Party. Watch some experts in action and, if you value your career, follow their examples.

Mr. Conroy...! We never say one civilized word to each other for twelve months! And then...once a year...you want me to go to bed with you! Just who do you think I am?!
For a minute, there, I thought you were my Wife!
The Big Boss is really something!! How can a man his age be so GOOD at that?
Experience...!! Don't forget, he's been doing the same thing to the STOCKHOLDERS for over 30 years now!
Well hello!!!
I'm looking for a HUSBAND!!
Well, goodbye...!!
Wait...!You don't understand! He Just disappeared with a tall sexy blonde!!
Well, hello again!!

SPY VS SPY

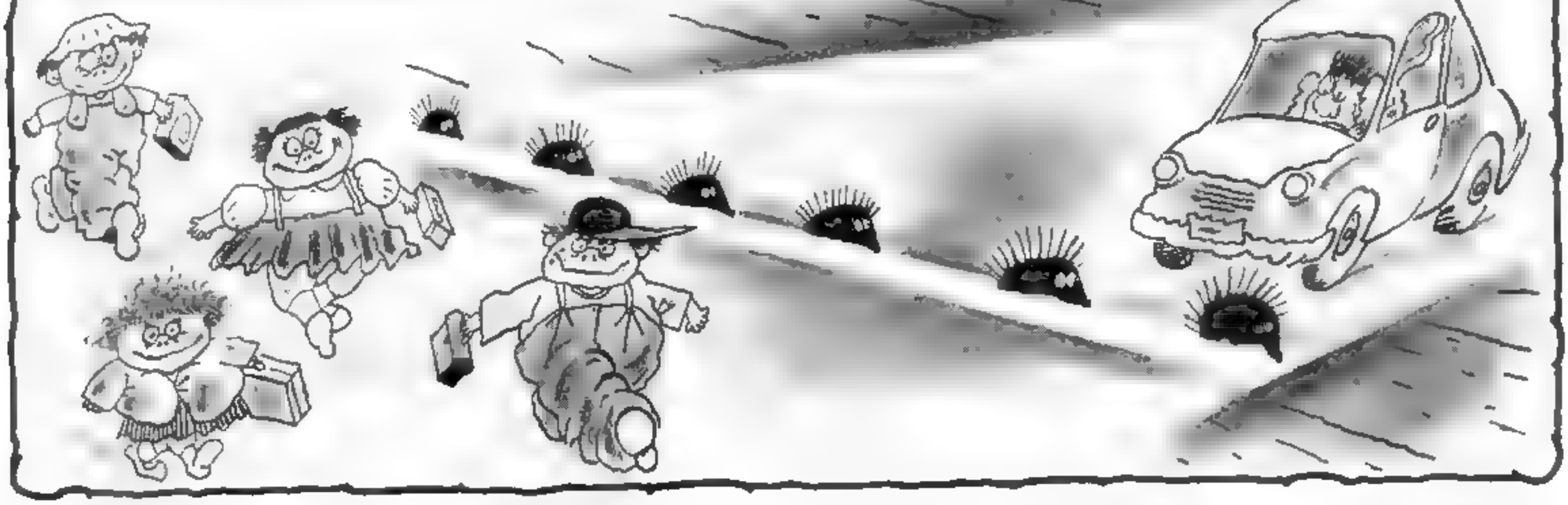




A VIEW TO A QUILL DEPT.

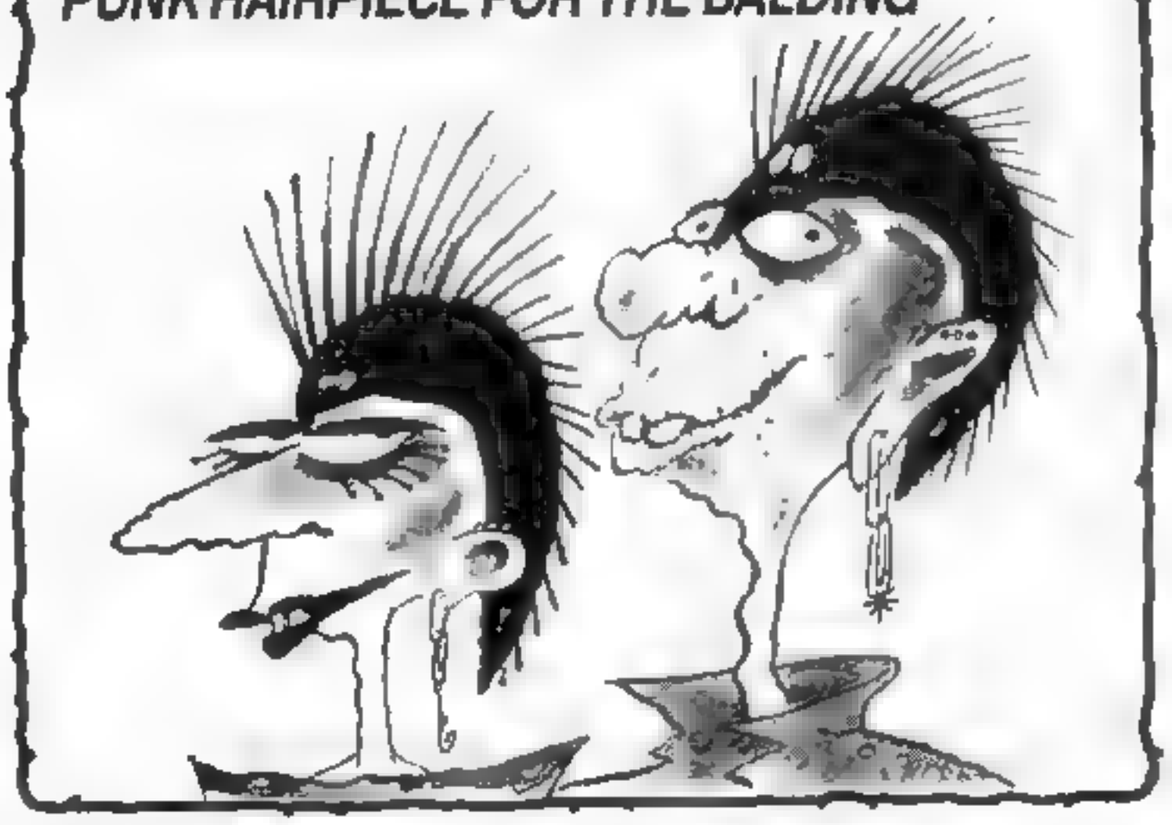
PRACTICAL USES FOR WE

SCHOOL CROSSING GUARD



MULTI-HEADED TRASH PICK-UP

PUNK HAIRPIECE FOR THE BALDING

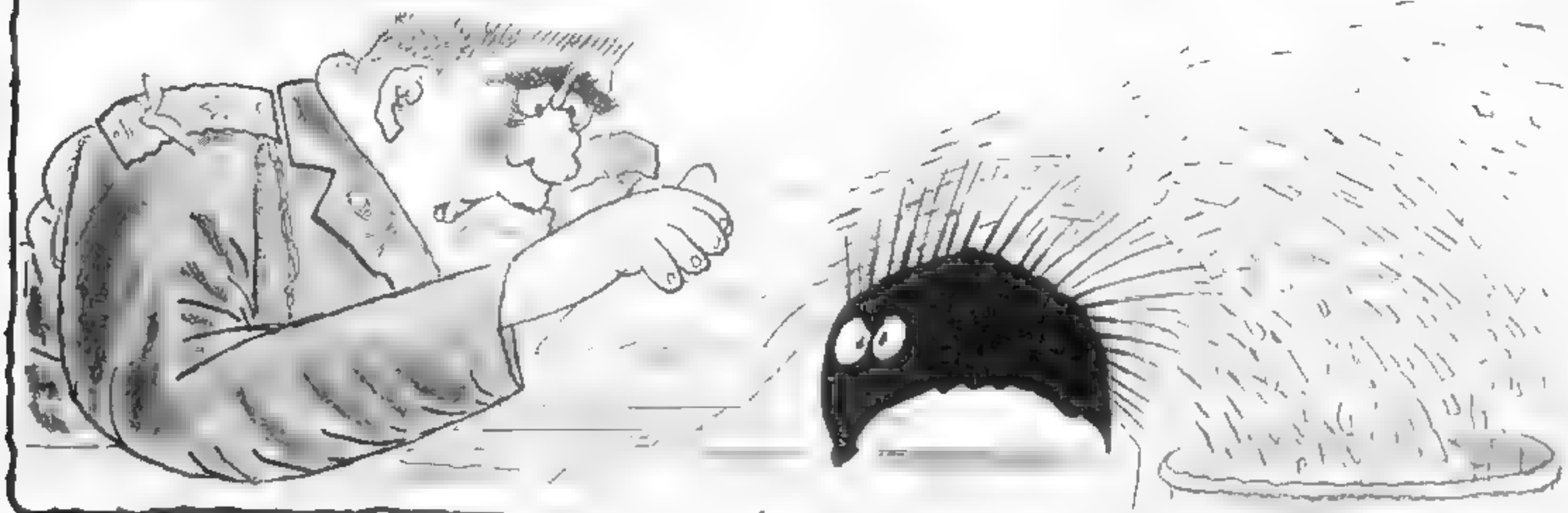


BUFFET TABLE AIDS

LL-TRAINED PORCUPINES

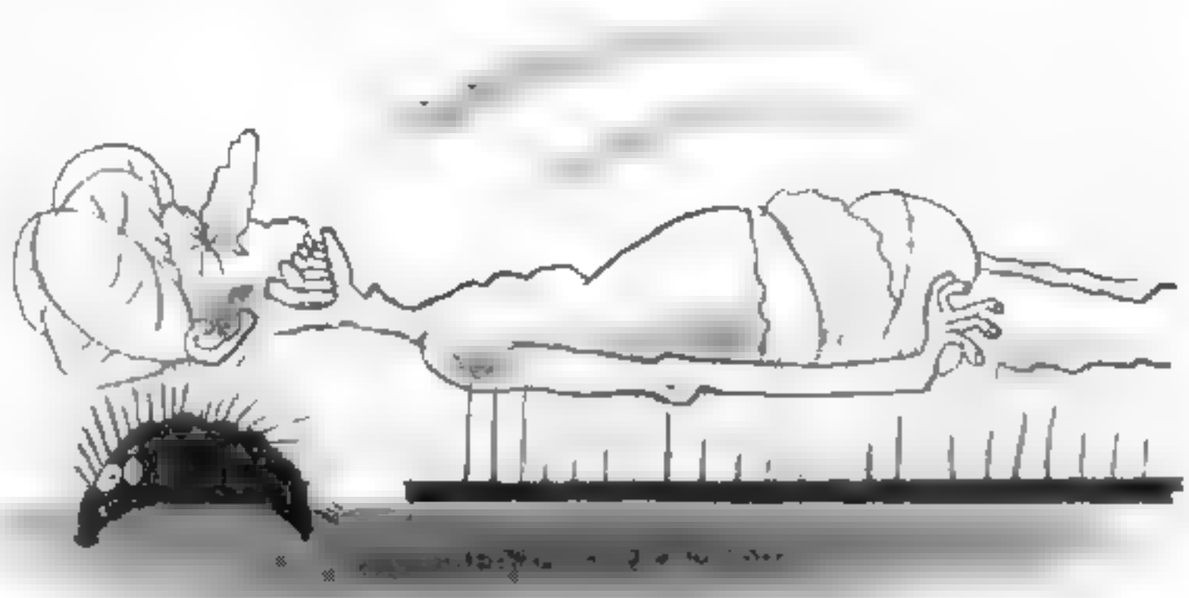
ARTIST & WRITER: PAUL PETER PORGES

PORTABLE PAPER SHREDDER



FIREWORKS HOLDER

FAKIR'S PILLOW



SEAT RESERVER

JOY-SCHTICK DEPT.

Were you one of the unlucky ones who got a Nintendo or a Sega or some other video game system over the holidays? You say you can never play with it because you just can't figure out the cockeyed and confusing game cartridge instructions? We're not surprised! You'd probably have more fun and get higher scores if you created your own rules by filling in the blanks below with the words and phrases on the corresponding lists. At least that's what one MAD writer told us when he conned us into buying MAD's...

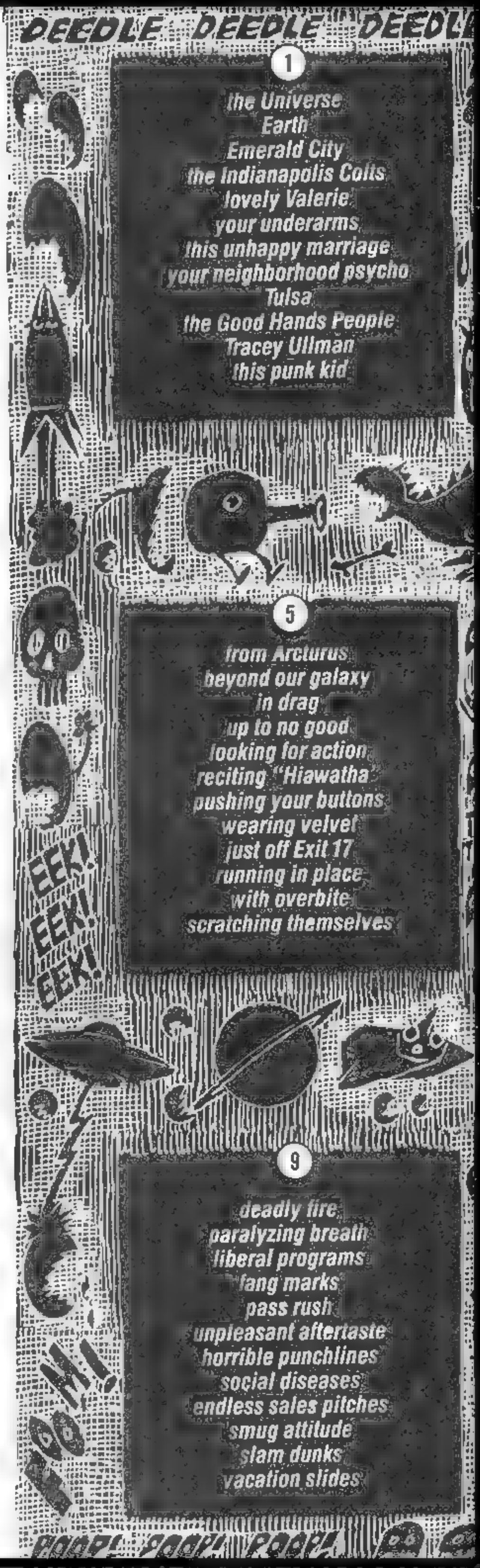
ALL-PURPOSE VIDEO GAME INSTRUCTIONS KIT

HOW TO PLAY

Save _____ (1) _____ from being _____ (2) _____ by _____ (3) _____ _____ (4) _____ _____ (5) _____. Using _____ (6) _____, destroy their _____ (7) _____ with _____ (8) _____ while avoiding the _____ (9) _____ of their _____ (10) _____.

SCORING

_____ (11) _____ _____ (12) _____



ARTIST: HARVEY KURTZMAN WRITER: FRANK JACOBS

DEEDLE! DEEDLE! DEEDLE!

TAKE IN

OUT MEEP! MEEP! MEEP!

ZAP!

2

wiped out
overrun
taxed to death
bench-pressed
baked at 350°
humiliated
slobbered over
sweet-talked
tail-piped
reincarnated
spindled and mutilated
Sanforized

3

invading
alien
whining
bleeding-heart
rush-hour
load-free
guilt-ridden
sleazy
unabridged
nerdlike
low-calorie
Methodist

4

spacemen
mutants
Hukons
Zarks
flashers
summer replacements
wimps
saxophonists
break-dancers
zinc worshipers
Cornhuskers
Peruvian Jaycees

YOING! YOING! YOING!

6

the Blast Button
the joystick
lies and deceit
your toes
the bump-and-run
Herbalife
Bob's lawn mower
limp pizza
the handy twist-top lid
the gifts God gave you
hired gnomes
all Utica has to offer

7

armies
missiles
"nice guy" image
moments of intimacy
Roach Motels
hopes of citizenship
singles bars
dream kitchens
retirement villages
Olympic pin collections
memories of Duluth
pockets of cellulite

8

atomic torpedoes
rockets
killer minnows
spit
a dash of tabasco
a knee in the groin
a belt-high fastball
stoned droids
attack poodles
raw sewage
Pia Zadora films
fur-bearing mercenaries

WIBBLE! WIBBLE! WIBBLE!

10

phasers
space cannon
trained gnats
Alf look-alikes
in-laws
trivia freaks
few remaining virgins
all-Capricorn army
fiddlers three
late-night talk shows
vegetarian death squads
anti-abortionists

11

Every 100 ships destroyed
Every 1000 Fleegs vaporized
A score of 600 zillion
Landing on Baltic Avenue
Tipping the maitre d'
Bathing regularly
Punching yourself in the face
Rolling a hard six
Saying you're a friend of Sid's
Getting it on with a Martian
Raising with a pair of kings
Draining your sinuses

12

extends your playing time
wins a free game patch
looks good on your resumé
brings on rigor mortis
means oh so very much
helps control psoriasis
brings grief and suffering
feeds an Albanian
provides a cheap thrill
sucks
won't help James Caan's career
means absolutely nothing

POOM!

SEE!

EAT! EAT! EAT!

ZAK!

CHIMI CHIMI

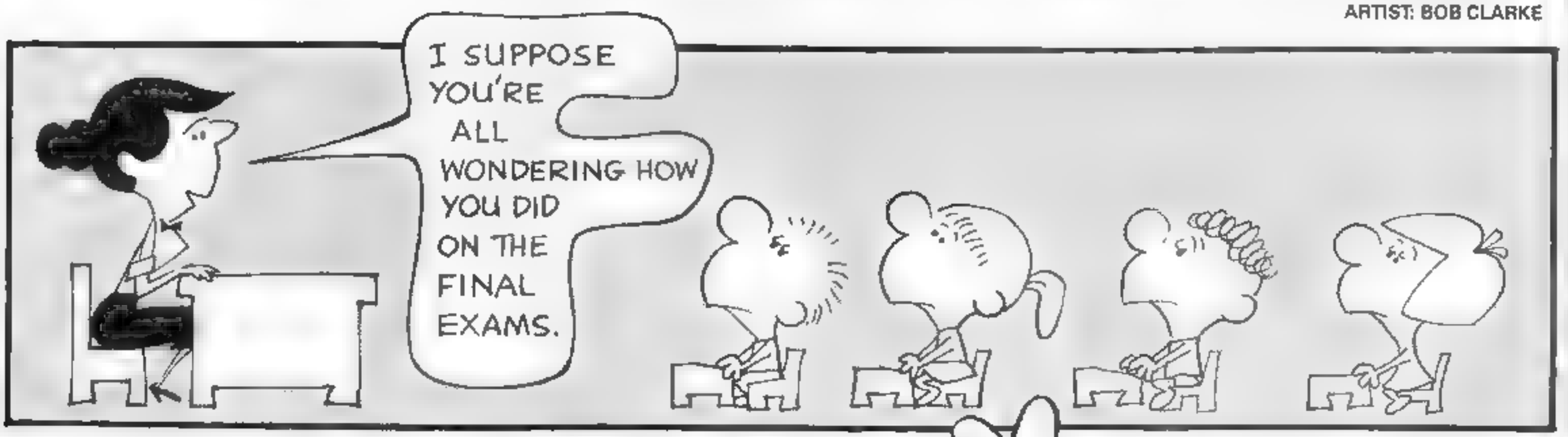
GAME OVER

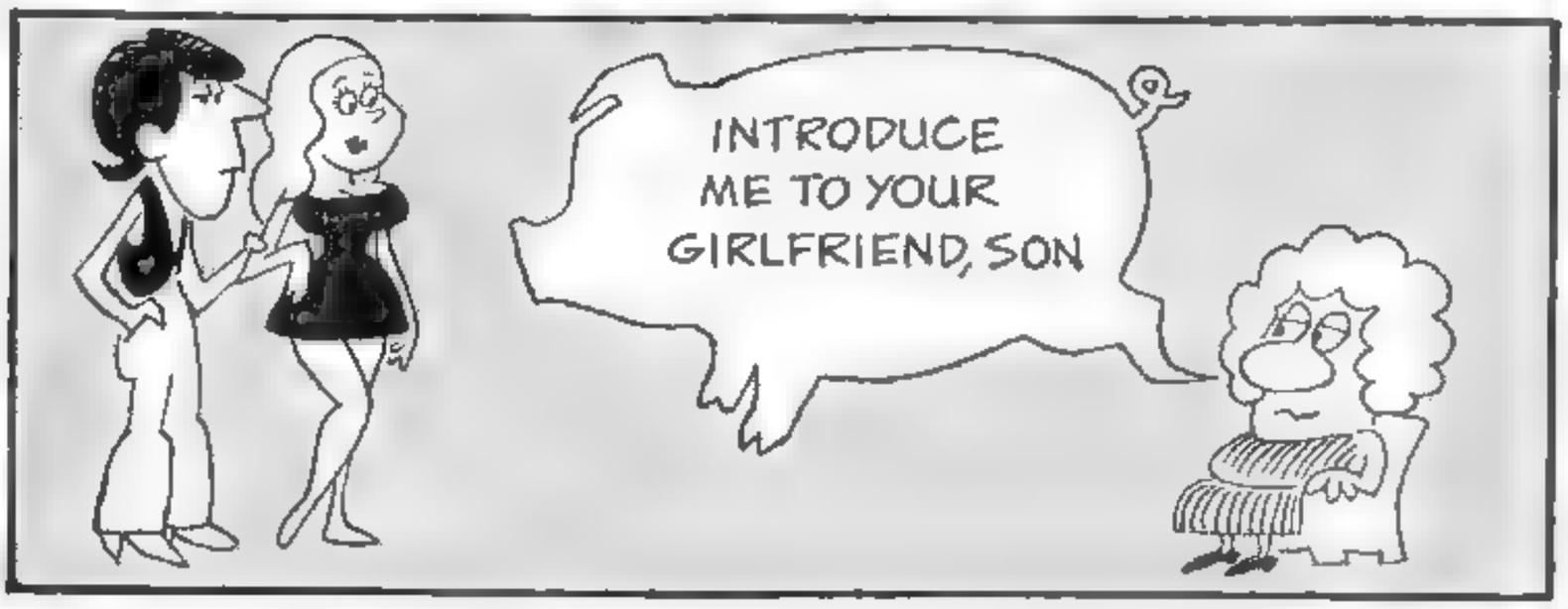
THE FUNNY FORM DEPT.

According to a recent study 76.4% of all MAD readers think 48.9% of all MAD intros are funnier than the articles they introduce. We figure this means one of two things: either 48.9% of our articles are absolute clinkers or *76.4% of our intros are masterful works of comic*

TELL-TALE COMIC STRIP

ARTIST: BOB CLARKE

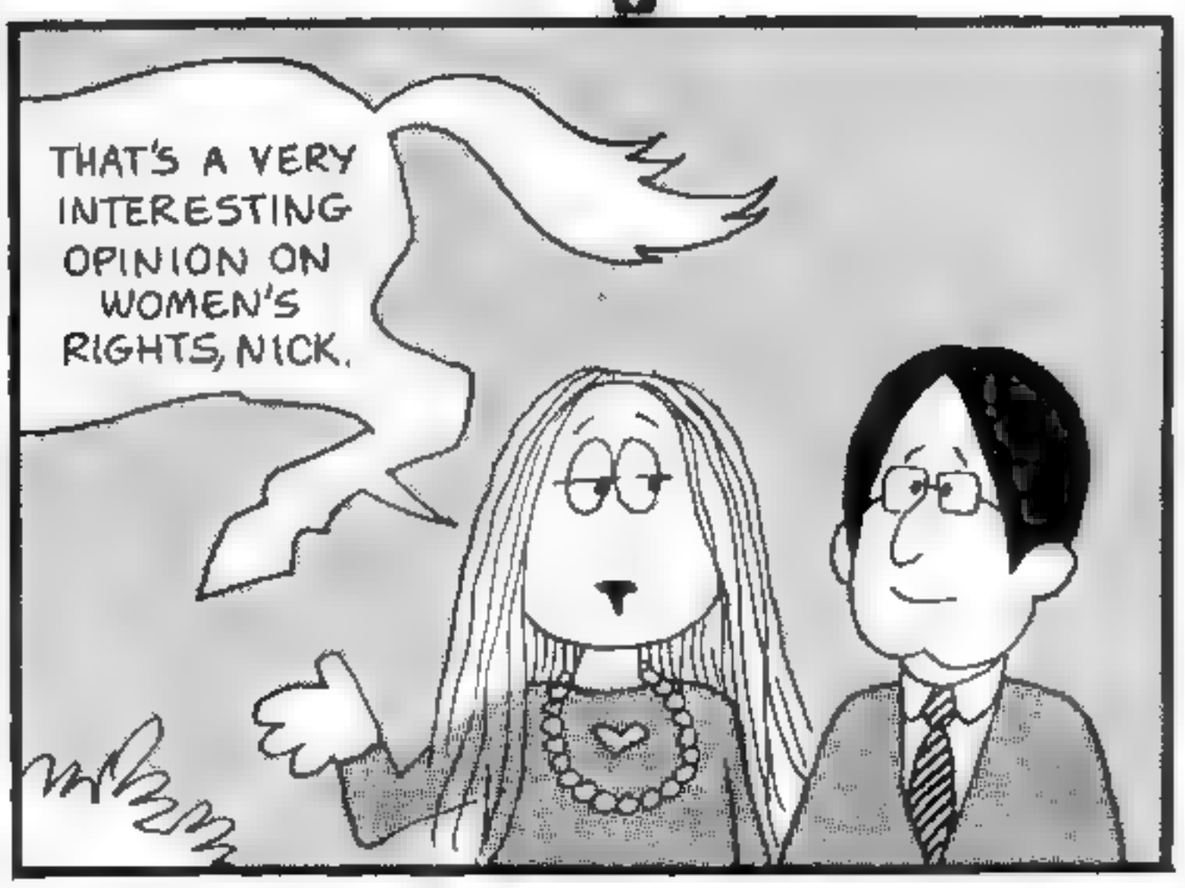


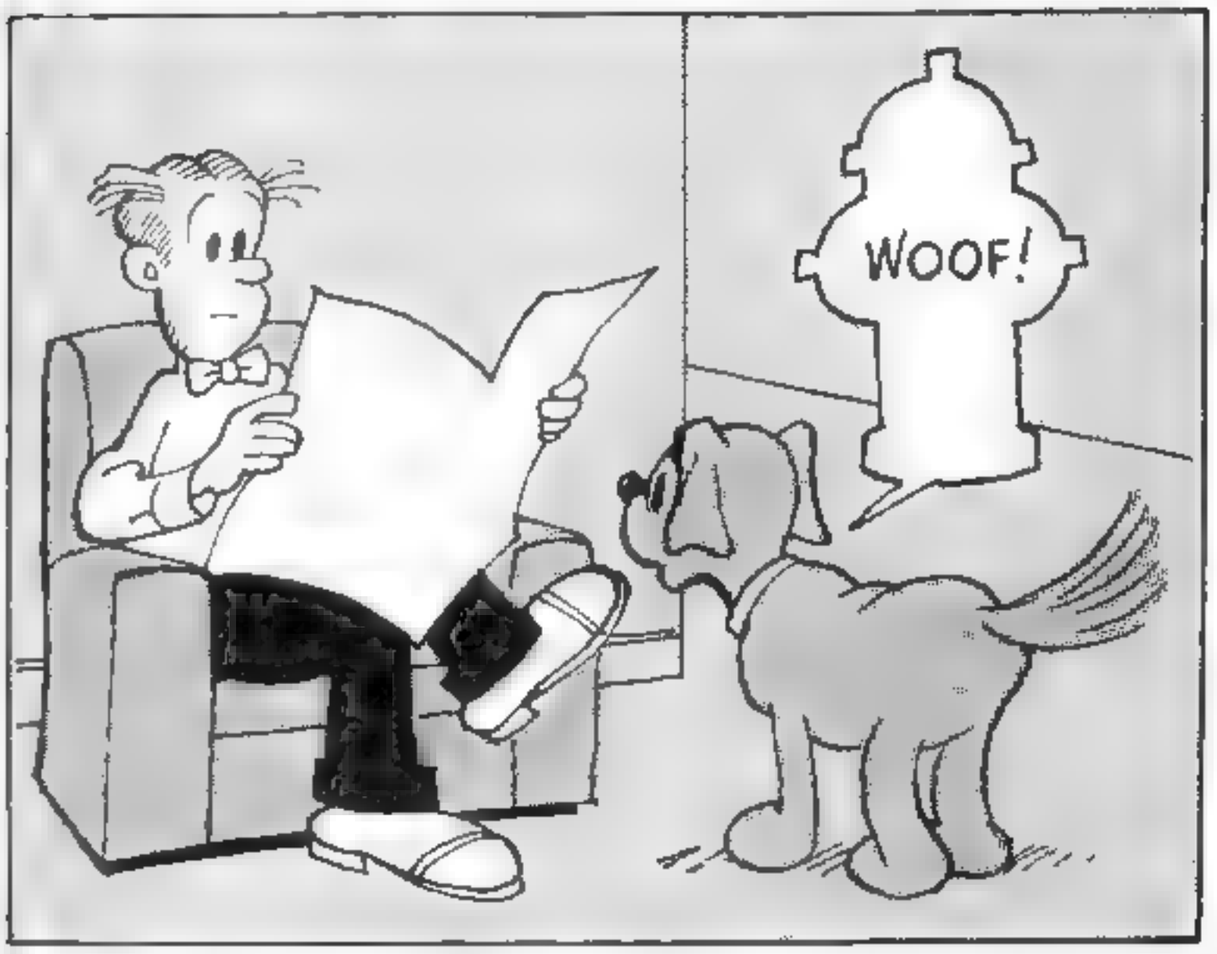


genius. Whatever the case, we worked very hard at keeping this intro especially uninteresting and bland so the article which follows will seem clever and witty in comparison. But the only way you'll know whether we were successful in achieving this is by taking a look at...

BALLOONS (The Sequel)

WRITER: DUCK EDWING





NONE DARE CALL IT REASON DEPT.

We all know how the government works—wait! That's a contradiction in terms! Maybe we should

A MAD LOOK AT REAL-LI

ARTIST: HARRY NORTH

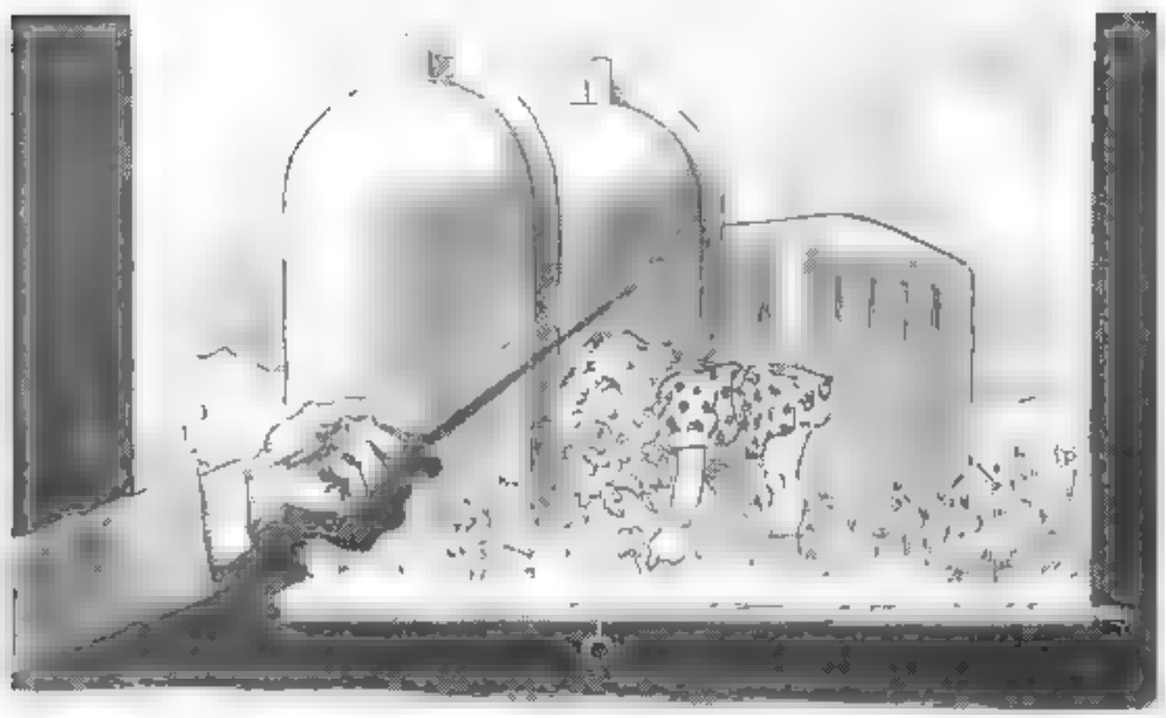
GOVERNMENT "LOGIC" is...

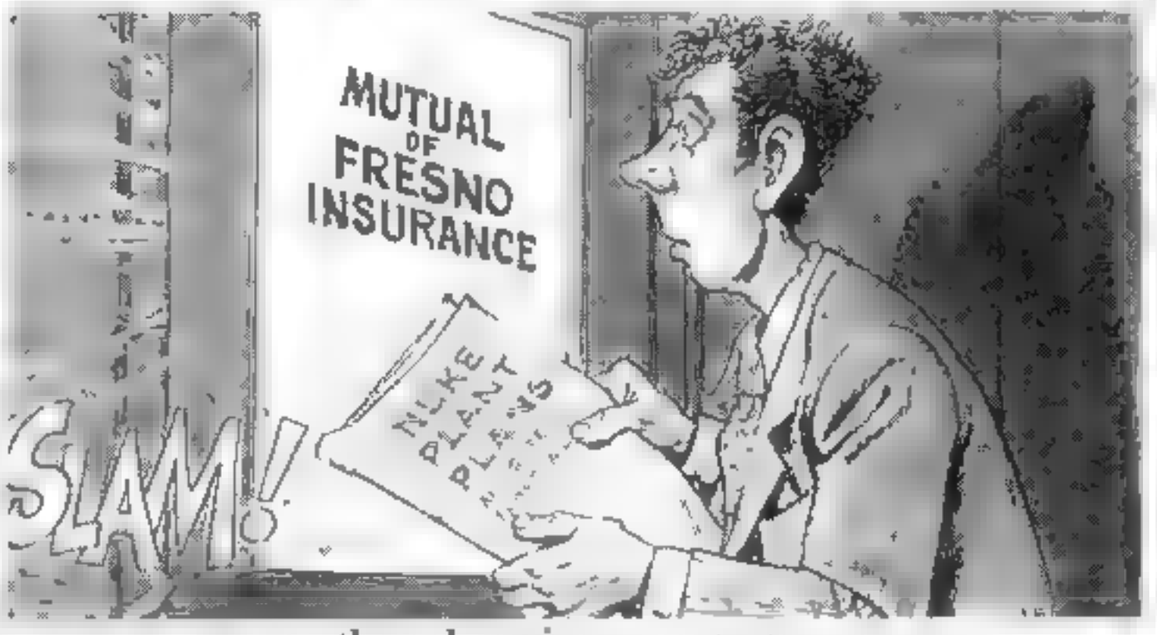
...passing a "tax simplification" act...

...that's 850 pages long!

GOVERNMENT "LOGIC" is...

...continuing to promote nuclear power plants as "totally safe"...





...even though no insurance company will insure them—at any price!

GOVERNMENT "LOGIC" is...

...requiring competitive bids on government contracts...

...then paying whatever outrageous "cost overruns" contractors can claim with a straight face!

say "...how the government *thinks*"—naw, they don't do that either! See what we mean as we take

...E GOVERNMENT "LOGIC"

WRITER: MIKE SNIDER

GOVERNMENT "LOGIC" is...

...saving other countries from the oppression of left-wing dictatorships...

...by supporting equally oppressive right-wing dictatorships!

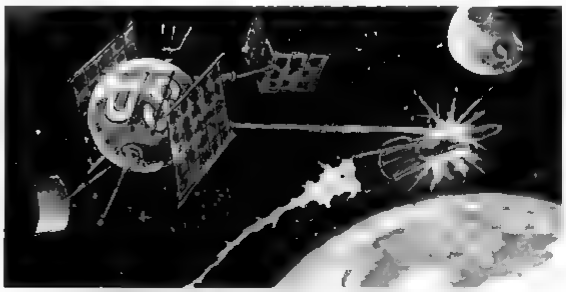
GOVERNMENT "LOGIC" is...

...entrusting the protection of our national parks and wilderness areas...

...to the same people who give out strip-mining and oil-drilling rights!

GOVERNMENT "LOGIC" is...

...turning down a plan that would eliminate all nuclear missiles...



...so that we can build a trillion-dollar "star wars" system to defend us from the very missiles we could have eliminated!

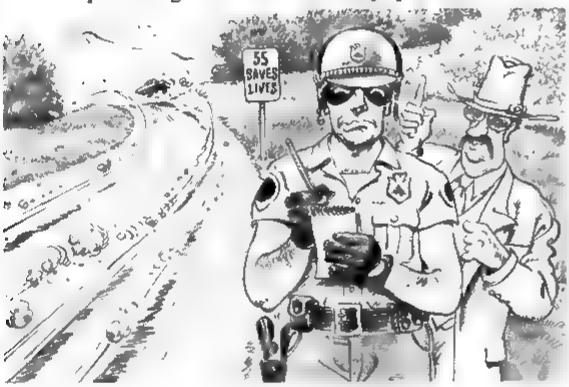
GOVERNMENT "LOGIC" is...

...diligently keeping "undesirables" out of the U.S....

...but welcoming with open arms the likes of Ferdinand and Imelda Marcos!

GOVERNMENT "LOGIC" is...

...punishing states with too many speeders...



...by cutting off their Highway Construction funds—and making roads twice as dangerous!

GOVERNMENT "LOGIC" is...

...maintaining public health and safety by regulating everything under the sun...

...except cheap, easily concealed handguns!

CATTY-SHACK DEPT.

There's a new sitcom about four typical working ladies. One is a bubble-brain beauty pageant champ. Another is a soft touch and is so easily duped, it seems she also has a soft brain. A third falls in and out of love at the drop of a bathrobe and the fourth has a tongue that makes Howard Stern sound like a Boy Scout. That's how Hollywood sees four TYPICAL ladies! But we wish Hollywood would take a good look at some REAL typical female types and just stop...

REDESIGNING Women

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO

Hi, I'm Foolya! I run Sugardaddies Interior Designs. We do very thorough work. We choose your furniture, your drapes, your rugs, but most important—we choose the person we think you should share it with!
I'm Charmin, the office manager here at Sugar Daddies! Believe it or not, I average one affair a week. In this group that makes me an old prude!
I'm Marry-Dough, a divorced mother! My ex-husband sued me for cruel and inhumane treatment. of my hair!
I'm SnoozeAnne! I hold a dozen pageant titles, all because of my natural beauty. As a matter of fact, those guys are delivering more of my "natural beauty" now!
We'll go back out to the truck and bring in the rest of this month's delivery!
I'm Agony, the office flunky! I also serve a more useful purpose. Those four women are so tough, they put ME in the show to give it a feminine touch!
MIL MASCARA
BATON ROUGE
MISSISSIPPI MUD PACK by ESTEE LOUDER
LIP
BULLS
Hi, you've reached Sugardaddies. We can't come to the phone now because we're busy dishing out the dirt. After the beep, leave your name, age, marital status and net worth. We may or may not call you back!
toles
HOUSE AND
INFERIOR Decorating
T.+A.
A.T.+T.
BORGIA ON MY MIND

Hi everybody! I just came back from surveying Rick's place He's that cute bachelor lawyer, and you'll never guess what... He made a pass at me!

I thought he wasn't going to be home.

He wasn't home, but he left my favorite champagne chilling in the fridge! If that isn't a come-on, I'd like to know what is!

Charmin, I do believe you think men are more interested in you than they really are. Last week at the football game, you insisted the men in the huddle were planning a way to get your phone number!

Do you know that Rick has satin sheets on his bed and bottles of aphrodisiacs on his dresser?

Charmin darling, so do you!

My aphrodisiacs are in my medicine cabinet!

And I bet he doesn't have a needlepoint over the bed that says "GO FOR IT," like you do!

Well, those are enough catty remarks to last us for at least two minutes, so let's shift gears and start a story that shows how we're really tender, we're loving, we're sensitive and—

—we're ready to sink our claws into any guy who shows the slightest interest in our flirtations!

Hi, I'm Rick!

You do what?

I do!

Wasn't that a proposal?

You'll have to forgive Snoozeanne. Somehow she thinks when a man says "Hi" and holds out his hand, it's a marriage proposal!

You know, I'm glad I stopped by. I hired you girls on the basis of a friend's recommendation. I hadn't seen the kind of work you do. This place is gorgeous!

Oh, we didn't do this place ourselves! We're much too busy trying to run everyone's lives to actually have time to design something this nice!

Someone left this book at my apartment.

Oh, it's one of our sample books!

I took a peek. It's all 8 x 10's of young men!

Yes, it's our sample book of eligible bachelors in the Atlanta area!

You girls wanted to know what to do with my old furniture. Can you donate it to that Drooping Belles Retirement Home on Peachtree Landing?

Sure, but retirement homes give me the creeps! They're so drab and depressing...

I know what you mean. They need to relax their admittance procedures and allow YOUNG people in to add some life to the place!

Charmin, if they brought in young people it wouldn't be an old folks home, now would it?!

No, but what's wrong with it being a YOUNG old folks home?!

Well, girls, I have to be going. I assume saying "good-bye" to Snoozeanne will not be taken as another proposal!

Just make it "so long." Snoozeanne feels a man saying "good-bye" automatically entitles her to alimony!

Well, I guess the first step is to have the furniture from Rick's sent over to the retirement home.

Are we actually going to do a show about a retirement home?

Well, we already did fun shows about AIDS, cancer and heart attacks. It would be a nice switch to do a show about a more SERIOUS subject!

Listen, we're donating a client's furniture to a retirement home — why don't we donate our services, too?

Donate our services!! I'm not going to make it with some old geezer! I'm not an easy woman!

You're not easy? Since when?!! And anyway, I meant donate our DESIGNING SERVICES!!

Try that over by the window, move this table over there and put this bright light on a dimmer...

We appreciate your help, but you can't come in and rearrange our Emergency Operating Room!

Very well! If you want your doctors to work in these bright, antiseptic surroundings, be my guest!

No, no no! You can't use that!

But it's my bedpan!

It WAS your bedpan! We have transformed it into a parsley [illegible] something useful!

Now that I'm living on $160 a month from Social Security, I was forced to come here! It's an awful situation!

Oh, I know about awful situations! Do you know I have only 16 pairs of shoes?

SIXTEEN!

It gets worse! Only 16 pair of shoes to go with 35 outfits! But each of us has our cross to bear!

You know, there've been an awful lot of "free hands" around here!

Yes, I know! And I wish you girls would stop touching the elderly gentlemen!

But they're SO grateful!

You girls have done a wonderful job here!

Yes, I think it came out nice in spite of Snoozeanne!

You're just jealous because more older men smiled at me than smiled at you!

Those weren't older men smiling at you! It was their teeth in all those glasses smiling at you!!!

Girls! Girls! This was a group effort! We did something really special here!

Speaking of a group effort, you girls made my nursing home so much better, I'm going to have to raise the rates the old folks pay...unless you girls want to do something special for me...

Like what...?

Close the door...

Oh, just "Close the door!" Sure, that's easy! For a minute I thought you wanted something kinky!

Charmin, wake up! I am suggesting something kinky! What I'm suggesting is a little "roll in the hay"!

A roll in the hay! Well, let me tell you something, Mr. Cheat-the-Old-Folks Out-of-Their-Life-Savings! Each week we try to deflate one male ego, but in your case we're bypassing deflation and going straight to CASTRATION!!!

Right! If you raise the rents here one cent, the four of us will swear out a warrant for your arrest! We'll say you forced yourself upon us at knifepoint!

And they'll believe us, because everyone around here knows we're not "those kind" of girls!!!

I just hope the cop they send over to take our statement has a tight uniform and nice buns!

Listen, I never would have suggested it if it weren't for the reputation you girls have in this town! I heard the Post Office sends you any mail addressed to "Loose-Moraled Occupant"!

Well, I've got news for you, mister! We do not let rich men push us around! Nor old men, young men, smart men, nor any other men!!!

I get the picture! You girls win! I can't wait to get back to dealing with people who have some mercy—like loan-sharks and mobsters!

DANGER KUDZU VINE

Well, I just finished the accounting for last month. We made $8,000—$75 of that is from our designing services, the other $7,925 is from our combined alimony checks!

Hey, we're up! Last month it was only $62 from our designing services!

Girls, it's the new neighbors that just moved in next door!

Hi. I'm Appathy. Now that you moved in on our sitcom premise—four ladies who cut each other and others to ribbons—we're moving in to your neighborhood!

We should be worried! They'll get all the eligible bachelors!

At their age?!? They're all over the hill!

Except we have an advantage over you young'uns—we're personable, witty, glowing, full of life and above all FUN!

Right! We're four REAL typical females! Not REDESIGNED WOMEN!!!

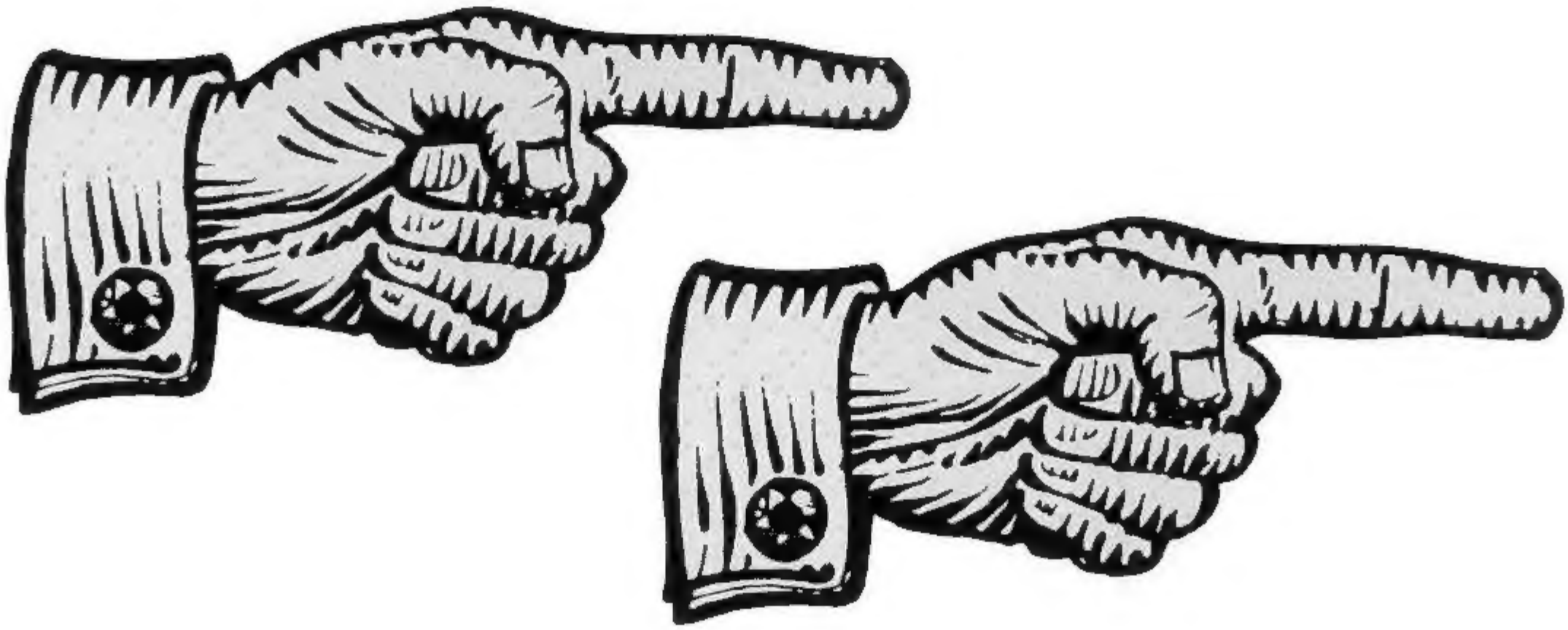
TALES FROM THE DUCK SIDE DEPT.

THE DEMONIC DETECTOR DISASTER

I'VE PAID OUT PLENTY FOR THAT SMOKE DETECTOR, PAL! IT'S CERTAINLY BIG ENOUGH, BUT WILL IT DO THE JOB?
I'LL GIVE IT A TEST RUN RIGHT NOW, MR. FRINZLE!

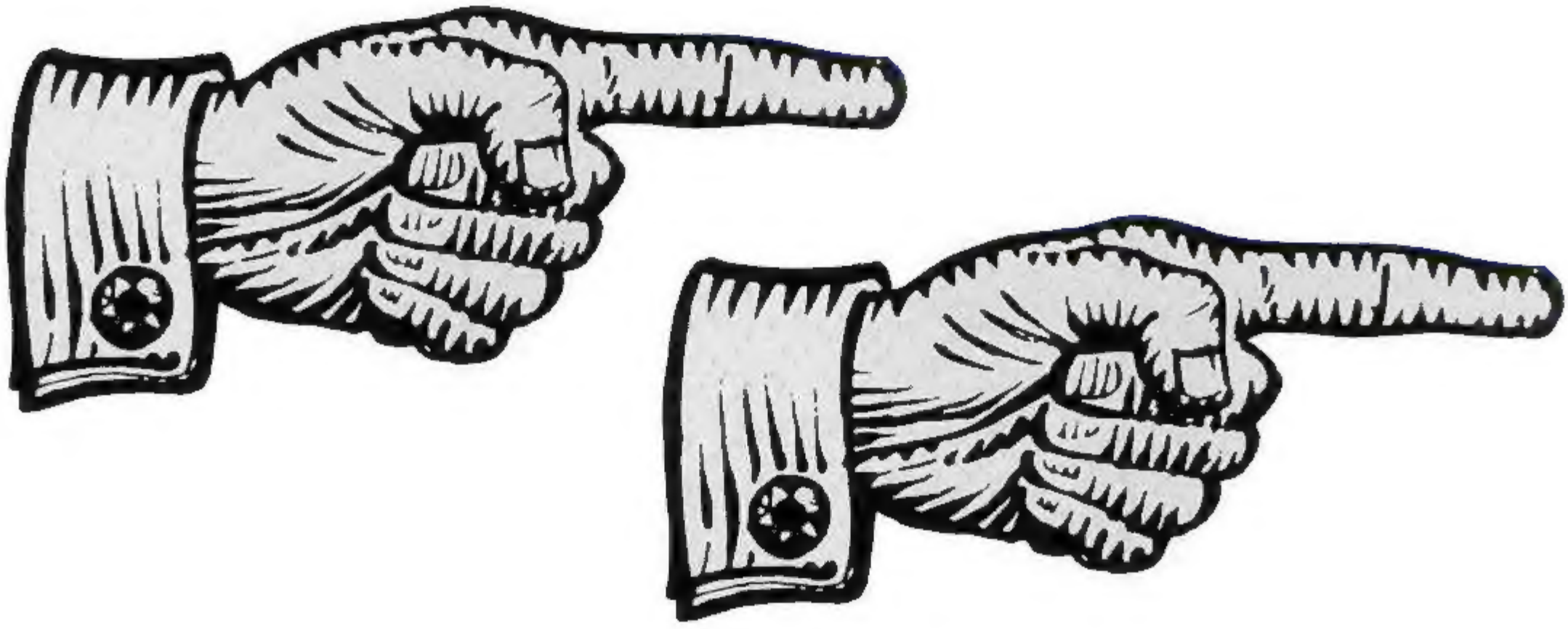
OKAY, RUN THAT BY ME AGAIN, LADY! YOU HEARD YOUR BOSS YELL "YOU'RE FIRED!" AND YOU THINK THAT GAVE THE MAINTENANCE MAN A HEART ATTACK WHICH LEFT YOUR BOSS FEELING SO GUILTY HE COMMITTED SUICIDE BY JUMPING OUT THE WINDOW! SOUNDS GOOD TO ME! CASE CLOSED!
DUCK

ARTIST & WRITER DUCK EDWING



Nothing to see here!

Please skip ahead.



WHAT POPULAR TEENAGE TURN ON IS A TURN OFF FOR PARENTS?

A▸

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Kids always manage to startle their parents. To find out what the latest jolt is, fold page in as shown on right.

FOLD THIS SECTION OVER LEFT

FOLD PAGE OVER LIKE THIS!

◂B FOLD BACK SO "A" MEETS "B"

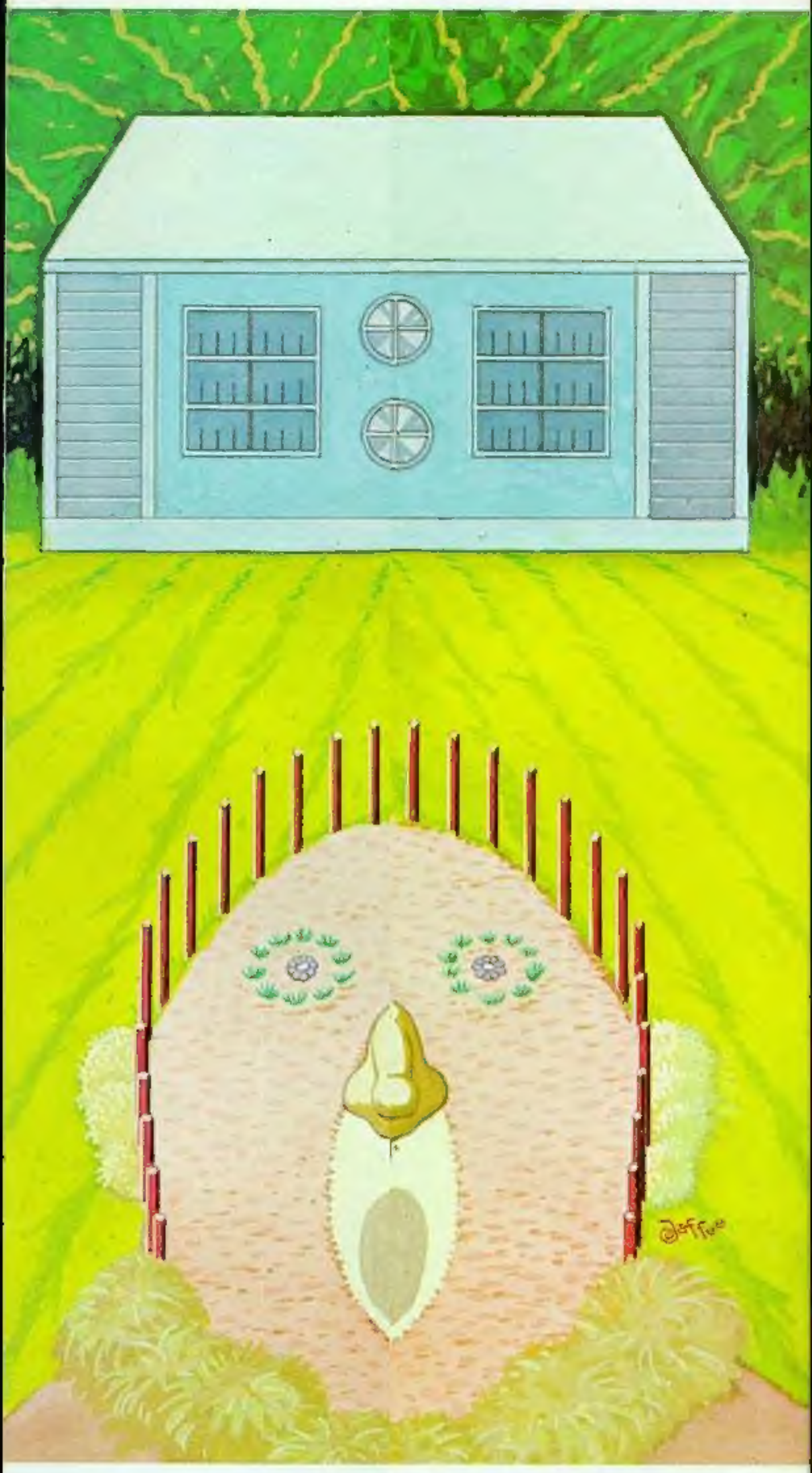
PARENTS THINK TODAY'S KIDS SHOULD SHOW RESPECT FOR OLD VALUES. THEY ATTACK RADICAL IDEAS THAT KIDS OFTEN TURN ON TO

A▸ ◂B

WHAT POPULAR TEENAGE TURN ON IS A TURN OFF FOR PARENTS?

FOLD PAGE OVER LIKE THIS!

A) (B FOLD BACK SO "A" MEETS "B"



SHOCK RADIO

AMB

Why are we giving away the Bulgin' Belly Burner™ for only $10?
(Because we tried to give it away for $20 and that didn't work!)

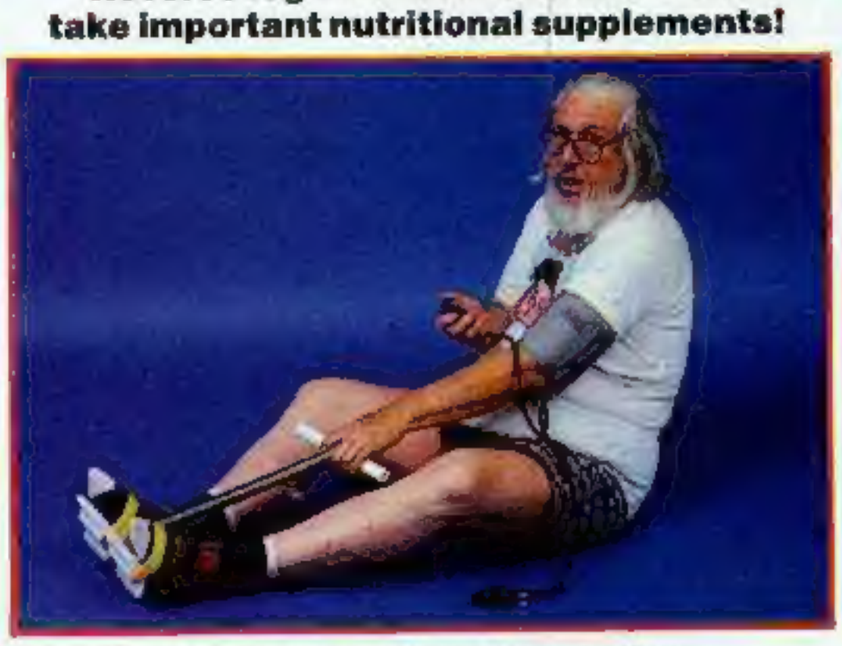
Bulgin' Belly Burner™

*On Nationwide Consumer Fraud Reports

Don't waste your hard-earned cash on inferior imitations when you can get the inferior original for the same price!

Intensive back-stretch sends blood rushing to lower abdomen and thighs!

Reverse leg-lifts leave hands free to take important nutritional supplements!



Power sit-ups work your arteries to their bursting point!

To see how desperate overweight people are, our Special Consumer Alert Movement (**SCAM**) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10 minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a $15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with $10 for each Bulgin' Belly Burner, plus $19.95 postage and handling and $12.76 insurance, and an additional $7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.